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Karaoke capitalism refers to the philosophy of imitation, engrained into the corporate mindset by such popular concepts as benchmarking and best practice. For Ridderstråle and Nordström, the only way to survive is to chuck convention, to embrace your company's individual personality and promote it through everything you do, constantly honing what works and abandoning what doesn't.

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Karaoke capitalism : daring to be different in a copycat ...

In the article Karaoke Capitalism: Daring to Be Different in a Copycat World by Jonas Ridderstråle, Kjell A. Nordstrom writes: To succeed in business, you must 'dare to be different'... In the world of karaoke capitalism, success is not about getting a back-stage pass; following the rules is merely an imitation of life.

Copycat Innovation, Karaoke Capitalism, Imitation ...

"Competing in a world of karaoke capitalism is about daring to be different, it is about writing the songs of the future and not focusing on the tunes of the past," explains Ridderstråle.

CNN.com - Drowning out 'karaoke capitalism' - Mar 31, 2004

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