

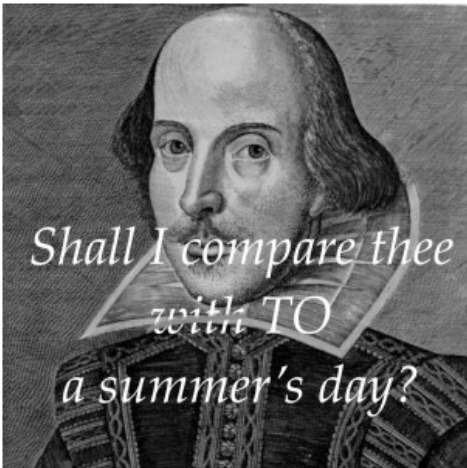


Home	Products	Marketing	Sales	HR	Finance	Legal & IP	QM	Operations	IT	Customer Service	T & E	FOR	DBS
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Latest News
Archive
About Us
Key Documents

Home > Global Marketing > Editorial > Latest News

News



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The difference between 'compared with' and 'compared to'

Though it's very subtle, comparing something 'with' something is different to comparing something 'to' something.

While 'compared to' highlights a likeness between two things, 'compared with' does the opposite: it contrasts them.

As grammatical misdemeanors go, it's certainly not the biggest. But as we often use comparisons to prove the superiority of our products and solutions, it's certainly worth knowing the difference.

Let's look at an example. While we would say the impact of TiUnite on patient care compares to that of other great dental innovations (as they have a similarly positive effect), we would say we are comparing TiUnite implants with machined implants (as we're examining them against one another, primarily to establish the differences).

How Shakespeare can help


A good trick for remembering which one to use is to think of the famous Shakespeare quote: "Shall I compare thee to a summer's day". Here the Bard is looking for the similarities between the object of his affection and the warmth and beauty of summer, not the differences.

Here are a couple more examples:

- Let's compare our results with those of our competitors (we're looking to examine them side by side, primarily for differences)
- We can compare our results to those of our competitors (there is similarity, they are alike)
- Compared with other implants, NobelActive may offer higher primary stability (higher primary stability can be the difference between NobelActive and other implants).
- I'd compare this surgeon to the best in the world (the surgeon is similar to the best, they are alike).

So, to sum up, if you're looking to highlight that things are similar, use "compared

to". If it's the assessment of differences you're looking to describe, go for "compared with".

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