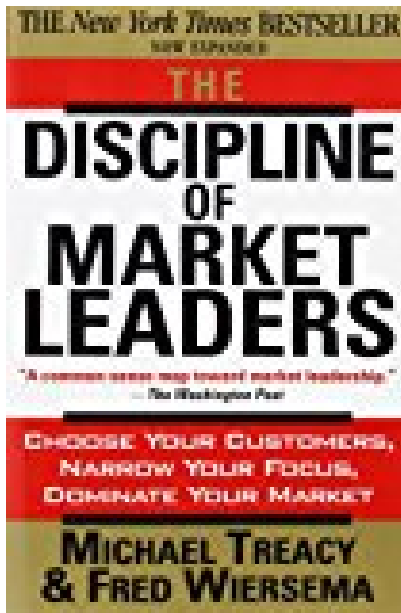


The Discipline of Market Leaders

Choose Your Customers Narrow Your Focus Dominate Your Market



BOOK DETAILS

- Author : Michael Treacy
- Pages : 224 Pages
- Publisher : Basic Books
- Language : English
- ISBN : 0201407191

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BOOK SYNOPSIS

Why is it that Casio can sell a calculator more cheaply than Kelloggs can sell a box of corn flakes? Why can FedEx “absolutely, positively” deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers demands for the highest quality products, best services, and lowest prices increase daily, the rules for market leadership are changing. Once powerful companies that havent gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world.

THE DISCIPLINE OF MARKET LEADERS CHOOSE YOUR CUSTOMERS

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