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there, in an ever more sophisticated and demanding world.

The Discipline of Market Leaders: Choose Your Customers ...

The Discipline of Market Leaders is a 1995 non-fiction book written by Michael Treacy and Fred Wiersema and published by Addison-Wesley. The book discusses competitive business strategies. It made The New York Times Best Seller list after the authors placed orders for thousands of copies of their own book.

The Discipline of Market Leaders - Wikipedia

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Your Focus, Dominate Your Market by Treacy, Michael, Wiersema, Fred 1st edition (1995) Hardcover [Michael Treacy and Fred Wiersema] on Amazon.com.

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manager person. The book authors synthesis a group of core competencies that creates companies with outstanding results based on three operational models.

- Operational excellence: achieve a low-cost position on product and service support;

The Discipline of Market Leaders:
Choose Your Customers ...

Page 7 Market leaders competing in the customer intimacy discipline are solution focused -- not just the customer ' s immediate need but also his broader underlying problems and ongoing requirements.

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Decentralize into custom, low

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Volume, flexible factories, quick to market, responsive, and able to customize products to specific customer requirements. According to Michael Treacy and Fred Wiersema market leaders keep their edge by picking one discipline, and executing like crazy. Examples of the discipline of the leaders:

Competitive Strategies – The Discipline of Market Leaders ...
Market leaders have accepted the fact that they cannot be the best in everything, instead they have to master exactly one of the following three categories. Best total cost - These companies excel in offering the best price for quality with the least inconvenience.

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Free Summary by Michael ...

While reading THE DISCIPLINE OF MARKET LEADERS, the game of business strategy clicked for me, and my love for business books was born. The authors, Micheal Tracey and Fred Wiersema, did what any brilliant business book should do — breakdown a complicated topic into easy-to-understand and easy-to-act upon pieces.

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January 2004 . Introduction •

Authors – Michael Treacy & Fred
Wiersema – Worked for CSC Index
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No company can succeed today by trying to be all things to all people.

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We must instead find an uncommon value that to deliver to a chosen market. 5. Build & manage systems and facilities for high volume repetitive tasks.

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Michael Treacy and Fred
Wiersema Addison-Wesley,
Reading, Massachusetts, 1997
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F. Wiersema argue that no company can succeed today by trying to be all things to all people. It must instead find the unique value that it alone can deliver to a chosen market.

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Paperback – Illustrated, 10 Jan.
1997 by Fred Wiersema (Author)

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