



## THE DISCIPLINE OF MARKET LEADERS : Choose Your Customers, Narrow Your Focus, Dominate Your Market

By Treacy, Michael; & Wiersema, Fred

Addison-Wesley, Reading, MA, 1995. Hard Cover. Book Condition: New. Dust Jacket Condition: Near Fine. First Edition, 3rd Printing. Text/BRAND NEW & Bright. Bi-color black boards/Fine. DJ/NF w/trace creasing to lower corner of back inner flap. Business management. Drawing on detailed case-studies of At&T, Intel, and Airborne Express, authors Treacy and Wiersema argue for focus on a single "value discipline" (the offering of the best product as the best price) as opposed to diluting strength and concentration in pursuing product diversity at the expense of cost/quality. 12 chapters. 1, How to Fail in Business Without Even Trying; 2, The New Rules in Competition; 3, The Winner's Choice; 4, The Discipline of Operational Excellence; 5, One Company's Experience - At&T's Universal Card; 6, The Discipline of Product Leaders; 7, One Company's Experience - Intel Corporation; 8, The Discipline of Customer Intimacy; 9. One Company's Experience - Airborne Express; 10, Setting Your Value Discipline Agenda; 11. Creating the Cult of the Customer; and, 12, Sustaining the Lead, followed by Epilogue.



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