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In their book ‘The Discipline of Market Leaders’ M. Treacy and 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. This is quite in line with Porter’s Generic Strategies in which Porter describes how companies gain competitive advantage by either focusing on low ...

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Market leaders have succeeded because they elect to become: 1. Operationally excellent companies 2. Product leader companies 3. Customer-intimate companies Therefore, to take advantage of their example, each company should select one value discipline on which to focus. This selection process is a three phase approach: Phase 1.

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The Discipline Of Market Leaders by Michael Treacy and Fred Wiersema is an outstanding business book that should be in every business leader’s library and certainly should be a bible for every sales, marketing and product development

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