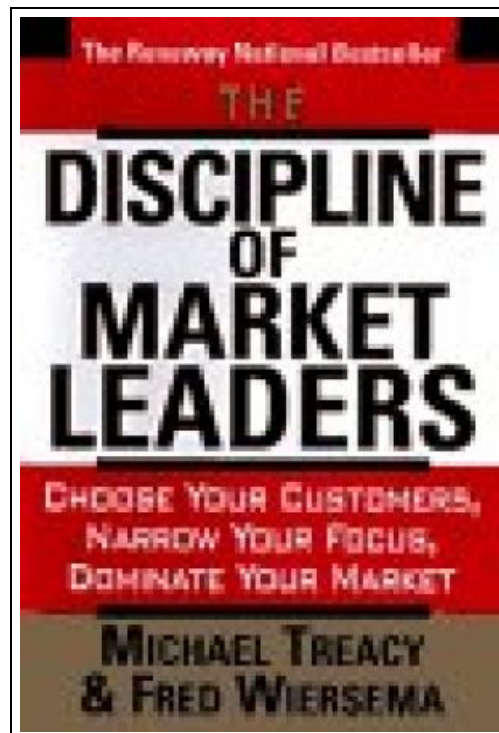


THE DISCIPLINE OF MARKET LEADERS : Choose Your Customers, Narrow Your Focus, Dominate Your Market



Filesize: 5.41 MB

Reviews

The most effective publication i ever study. I am quite late in start reading this one, but better then never. You wont sense monotony at whenever you want of your time (that's what catalogs are for concerning in the event you ask me).
(Prof. Erin Larson I)

THE DISCIPLINE OF MARKET LEADERS : CHOOSE YOUR CUSTOMERS, NARROW YOUR FOCUS, DOMINATE YOUR MARKET



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.



[Read THE DISCIPLINE OF MARKET LEADERS : Choose Your Customers, Narrow Your Focus, Dominate Your Market Online](#)



[Download PDF THE DISCIPLINE OF MARKET LEADERS : Choose Your Customers, Narrow Your Focus, Dominate Your Market](#)

Other eBooks



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download...

[Save PDF »](#)



The Victim's Fortune: Inside the Epic Battle Over the Debts of the Holocaust

HarperCollins. Hardcover. Book Condition: New. 0066212642 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I...

[Save PDF »](#)



The Mystery of God s Evidence They Don t Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****.Save children s lives learn the discovery of God Can we discover God?...

[Save PDF »](#)



James Dixon's Children: The Story of Blackburn Orphanage

Fleetfoot Books,a division of Gazelle Book Services Ltd. Paperback. Book Condition: new. BRAND NEW, James Dixon's Children: The Story of Blackburn Orphanage, Melanie Warren, James Dixon, born in 1855, was the founder of Blackburn Orphanage....

[Save PDF »](#)



Reflecting the Eternal: Dante's Divine Comedy in the Novels of C S Lewis

Hendrickson Publishers Inc. Paperback. Book Condition: new. BRAND NEW, Reflecting the Eternal: Dante's Divine Comedy in the Novels of C S Lewis, Marsha Daigle-Williamson, The characters, plots, and potent language of C. S. Lewis's novels...

[Save PDF »](#)