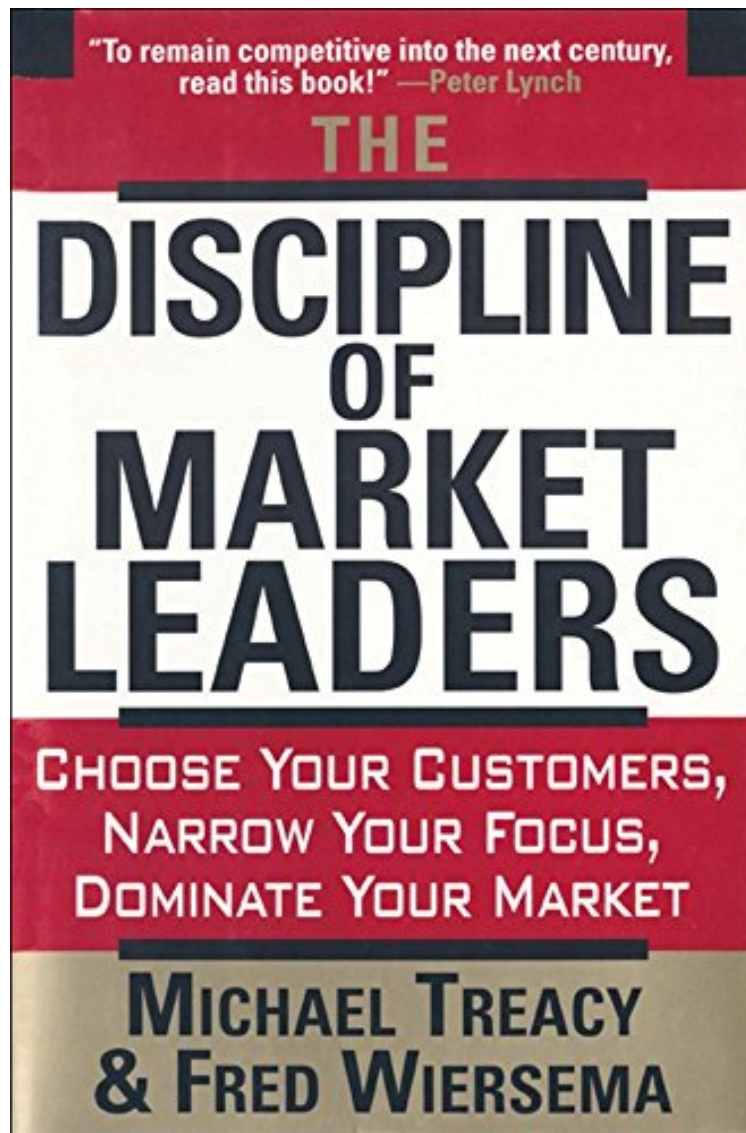


(Mobile book) The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market

The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market

Michael Treacy, Fred Wiersema
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Michael Treacy, Fred Wiersema : The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market before purchasing it in order to gage whether or not it would be worth my time, and all praised The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market:

38 of 40 people found the following review helpful. Common sense marketing perspectiveBy J. G. HeiserWinning

firms focus on one of three customer value disciplines: product leadership, customer intimacy, or operational excellence. Trying to be all things to everybody is tantamount to being nothing for anyone. If your firm can't get its act together, you'll find this an inspiring book that makes a compelling case that success is only possible by having the courage to focus on specific tasks disciplines. This seems very elementary, but I've observed many firms that refused to choose what they wanted to be, ensuring that they became nothing. This book is helpful in positioning exercises. I have two concerns about the book. 1, it doesn't need to be this long in order to get the central idea across. 2, I'm becoming increasingly convinced that this model is counterproductive in a Geoff Moore tornado period. If you're in a high-tech tornado, wait until Main Street before applying discipline. Aside from these caveats, I still find the simple model presented in this book as being useful in analyzing market approaches. You have to understand the model in order to know when it isn't appropriate. Product Managers, sales, marketing and product development staff need to be aware of this book and its ideas.

0 of 0 people found the following review helpful. Dated but still beneficial
By Barry M
The information (specifically the examples) is/are dated. The book could benefit from an updating. With that said, the three concepts presented in the book continue to be relevant. If you can get through the dated examples and just focus on the three key concepts the book is worth quick read. My company adopted the Operational Excellence model and it proved very beneficial. We now are focusing more on the Client Centered concepts in the book.

0 of 0 people found the following review helpful. But you can make yourself a better leader by knowing what the other ones did right ...
By Ryan Harris
You can't be a leader just by reading books. But you can make yourself a better leader by knowing what the other ones did right and wrong and you yourself not tend to do those mistakes. Market leaders know what people are looking for in the product, what should be the price for a certain product, how to popularise the product. Nicely written a lot to learn.

Why is it that Casio can sell a calculator more cheaply than Kellogg's 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 haven't 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.

From Library Journal
Consultants and business strategists Treacy and Wiersema provide the conceptual model for companies to attain and sustain market leadership. Their plan is simple: put unmatched value (best product, best total solution, or best total cost) in the marketplace while meeting threshold standards in other dimensions of value. Making the improvement of the chosen value to customers the focus of the entire company will result in corresponding shareholder value. The authors follow up their theory with practical guidelines for constructing an appropriate operational model, and offer many examples using well-known companies. A landmark work in market strategy that goes beyond TQM principles, this volume is essential for entrepreneurs and for public, academic, and corporate libraries.

Nancy Myers, Univ. of South Dakota Lib., Vermillion
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About the Author
Michael Treacy is a leading authority and lecturer on business strategy and corporate transformation. He is the founder of Treacy Company LLC, a Boston-based management consulting and venture firm.
Fred Wiersema is the founder of Ibex Partners, specializing in strategic and management team alignment. He is affiliated with CSC Index, the international consulting firm, where he was formerly senior vice president.