



# **Summary : The Discipline Of Market Leaders - Michael Treacy and Fred Wiersema: Choose Your Customers, Narrow Your Focus, Dominate Your Market**

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**Complete summary of Michael Treacy and Fred Wiersema's book: "The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market".**

This summary of the ideas from Michael Treacy and Fred Wiersema's book "The Discipline of Market Leaders" shows how it is important for companies to select a unique value to deliver to customers in order to be truly successful. The authors explain the three key value disciplines that the current market leaders have applied and how you can apply them in your own company. By following these principles, you will be able to deliver ongoing value to your customers to set you apart from the competitors.

#### **Added-value of this summary:**

- Save time
- Understand key principles
- Expand your business knowledge

**To learn more, read "The Discipline of Market Leaders" and learn from the most successful companies to start thinking about business differently.**

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