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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.

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Market Leader 3rd Edition has been completely updated to reflect the fast changing world of business. The 3rd Edition Coursebooks include new reading texts from the Financial Times and new case studies with opinions on DVD from successful consultants. The DVD-ROM also includes authentic video materials from FT.com with printable worksheets and interviews with business experts.

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*Course book* Pearson Longman

A course book designed to promote proficiency in business English. Includes exercises, case studies, answers and an interactive DVD.

*Choose Your Customers, Narrow Your Focus, Dominate Your Market* Longman

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The major business English course for tomorrow's business leaders. Incorporating material from the Financial Times(c), it bring business right into the classroom.

Intermediate Market Leader Business English Course Book A course book designed to promote proficiency in business English. Includes exercises, case studies, answers and an interactive DVD. Market Leader

The Market Leader Practice File is the perfect way to extend the Market Leader course. It has extra grammar practice and a complete syllabus of business writing. Available with an audio CD to support extensive pronunciation work.