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### **The Discipline of Market Leaders - Wikipedia**

*The Discipline of Market Leaders* is a 1995 book written by Michael Treacy and Fred Wiersema and published by Addison-Wesley. The book discusses competitive business strategies. It made *The New York Times* Best Seller list after the authors placed orders for thousands of copies of their own book.

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### **Fred Wiersema (Author of Customer Intimacy) - Goodreads**

Fred Wiersema is the author of Customer Intimacy (3.93 avg rating, 15 ratings, 0 reviews, published 1996), The New Market Leaders (2.85 avg rating, 13 ra