

### **market leader course book pdf**

David Cotton David Falvey Simon Kent MARKET LEADER Pre-intermediate Business English Course Book 3rd edition A01\_MARK\_CB\_PINGLB\_9843\_CON.indd 1 05/10/2011 15:30

### **Pre-intermediate MARKET LEADER**

Market dominance is a measure of the strength of a brand, product, service, or firm, relative to competitive offerings. There is often a geographic element to the competitive landscape. In defining market dominance, you must see to what extent a product, brand, or firm controls a product category in a given geographic area.

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