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A pioneer in lead generation and contact management systems, Market Leader has been helping agents and teams manage, grow, and thrive since 1999.

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### **Elementary MARKET LEADER - Pearson ELT**

Market leader dominates the market by influencing the customer loyalty towards it, distribution, pricing, etc. Description: Market leader can be attributed to a firm which has the largest market share in a given industry.

### **Definition of Market Leader | What is Market Leader**

A market leader is typically the company holding the largest market share in a particular industry or segment of an industry. Market leaders are often recognizable by the ubiquitous presence of their brand as well as their ongoing marketing efforts.

### **Characteristics of a Market Leader | Chron.com**

Business English Nina O'Neil™ Driscoll MARKET LEADER Marketing ML\_marketing\_TTL.indd 1 19/11/09 16:00:25

### **Marketing MARKET LEADER**

Fifty years ago, General Electric published research that demonstrated in almost every market over the long term, the market leader ends up with a 40% market share, the number two player garners a 20% share, number three earns 10% and the rest of the market shares the remaining 30%.

### **When It Comes to Market Leadership, Be the Gorilla | First**

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### **Mining Industry Overview - Columbia University**

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