

## Readings

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Every top executive should be required to read *The Myth of Market Share* (Crown).

Richard Minter's book reminds us that the object is to generate the most profits, not the most sales. This is more than merely piling on after the dot-com bubble. Minter cites examples of car manufacturers and brewers whose market-share fixation led them to destroy pricing, profitability and brand loyalty. Although at times repetitious, the book makes it clear why there is zero correlation between profitability and market share.

-- S.P.

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