



# Summary : The Market Makers - Daniel F. Spulber: How Leading Companies Create and Win Markets

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**Complete summary of Daniel F. Spulber's book: "The Market Makers: How Leading Companies Create and Win Markets".**

This summary of the ideas from Daniel F. Spulber's book "The Market Makers" highlights an important question: "How do leading companies create markets for themselves?" In his book, the authors explain that market makers create and manage consumer markets for goods and services. They operate the market mechanisms of exchange, and create added value by providing confidence, convenience, market structure and transactional services. This summary will force you to rethink your fundamental beliefs about your business and re-evaluate the way you operate to become a market maker.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "The Market Makers" and discover the key to introducing innovative transactions and delivering superior performance.**

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