

CROSSING THE CHASM MOORE



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Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers or simply Crossing the Chasm (1991, revised 1999 and 2014), is a marketing book by Geoffrey A. Moore that focuses on the specifics of marketing high tech products during the early start up period.

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Crossing the Chasm Innovendo

Geoffrey Moore hat nun untersucht, warum sich viele auch erfolversprechende - technologische Ans tze am Markt nicht bew hrt haben und sang- & klanglos wieder un- tergegangen sind.

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Crossing the Chasm 3rd Edition Marketing and Selling

Aus meiner Sicht ist das Buch Crossing the Chasm von Geoffrey A. Moore mehr als ein gutes Buch. Es ist geh rt f r aus meiner Sicht zu den Standardwerken f r das Produktmarketing und Vertrieb von High-Tech Produkten, Software und Service.

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Crossing the Chasm deserves more than five stars for putting "a vocabulary to a market development problem that has given untold grief to any number of high-tech enterprises." Crossing the Chasm is the most influential book about high technology in the last 10 years.

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Crossing the Chasm Summary Geoffrey A Moore's book

Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers by Geoffrey A. Moore . How safe is your high-tech business from the chasm? Not that safe. To help you assess your current situation, Geoffrey A. Moore wrote Crossing the Chasm.

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Crossing the Chasm Marketing and Selling High Tech

Crossing the Chasm was written in 1990 and published in 1991. Originally forecast to sell 5,000 copies, it has over a seven year period in the market sold more than 175,000. In high-tech marketing, we call this an upside miss. The appeal of the book, I believe, is that it puts a vocabulary to a market development problem that has given untold grief to any number of high-tech enterprises

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Crossing the Chasm 3rd Edition Book Summary in PDF

This is the best summary of Crossing the Chasm. Read here all the best takeaways of Geoffrey Moore Bible to go from market entry to widespread adoption.

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Crossing the Chasm Explained

In Crossing the Chasm, Moore begins with the diffusion of innovations theory from Everett Rogers, and argues there is a chasm between the early adopters of the product (the technology enthusiasts

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