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Geoffrey Moore is an author, speaker, and advisor who splits his consulting time between start-up companies in the Mohr Davidow portfolio and established high-tech enterprises, most recently including Salesforce, Microsoft, Intel, Box, Aruba, Cognizant, and Rackspace.

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Crossing the Chasm Summary Geoffrey A Moore's book

MicroSummary: Published in 1991, *Crossing the Chasm* by Geoffrey A. Moore is still considered a bible for high tech entrepreneurs. It suggests that there is a chasm midway the technology adoption cycle, right between the early adopters (visionaries) and the early majority (pragmatists).

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between the early adopters and the early majority.

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Geoffrey Moore is an author, speaker, and advisor who splits his consulting time between start-up companies in the Mohr Davidow and Wildcat Venture Partners portfolio and established high-tech enterprises, most recently including Salesforce, Microsoft, Intel, Box, Aruba, Cognizant, and Rackspace.

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Crossing the Chasm 3rd Edition Marketing and Selling

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