

MOORE CROSSING THE CHASM



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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 and visionaries) and the early majority (the pragmatists).

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Crossing the Chasm Innovendo

Uli Waibel - Innovendo Seite 2/2 Geoffrey Moore hat nun untersucht, warum sich viele auch erfolgsversprechende - technologische Ansätze am Markt nicht bewähren und sang- & klanglos wieder untergehen.
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Crossing the Chasm is Geoffrey Moore's bible on what it takes to bring innovation from market entry to widespread adoption.

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Crossing The Chasm A Quick Summary With Examples

The Chasm is the stalled growth your company experiences while you figure out how to sell to the Early Majority. So how do you beat it? How To Cross The Chasm. Moore breaks this down into several parts. Part 1: Pick a Beachhead. There's an analogy Moore uses several times in the book: storming the beaches on D-Day.

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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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