

Living on the Fault Line. Managing for Shareholder Value in the Age of the Internet

Description: Here at last is the long-awaited new book from Geoffrey A. Moore, author of Crossing the Chasm and Inside the Tornado, two bestselling works that have helped guide the high-tech revolution.

Now, Moore turns his attention to the most important business question for the early twenty-first century, the age of the Internet. How can companies living on the fault line of rapid discontinuous, disruptive technological change be managed successfully?

Moore shows us that the old management truths are dead. Business models that worked admirably until the last decade of the twentieth century must be replaced. E-business is invading every sector of commerce, overturning established relationships and re-engineering markets. How should management respond? How can older, more established companies successfully compete?

Living on the Fault resets the management agenda in the age of the Internet. Moore shows why sensitivity to stock price is the single most important lever for managing in the future, and for making necessary changes in organizations that have traditionally been impervious to change. Living on the Fault Line is a highly prescriptive guide to managing the disruptive forces of the new economy.

"We have been incorporating ideas from this book into our executive development program, and the feedback has been tremendous" – BOB HERBOLD, Executive Vice President and COO, Microsoft

"Living on the Fault Line reveals Geoffrey Moore's understanding of fast growth industries and offers insight to help us manage shareholder value in today's Internet economy." – JOHN CHAMBERS, CEO, Cisco Systems

"Living on the Fault Line cuts through the hype of the Internet economy. It gets at where real benefits lie." – ERIK FYRWALD, Vice President e-commerce, Dupont Corporation

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