

# DOWNLOAD [PDF] Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers by Geoffrey A. Moore ONLINE

## Detail Book:

- **Title:** Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers
- **Author:** Geoffrey A. Moore
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## Book Synopsis:

Here is the bestselling guide that created a new game plan for marketing in high-tech industries. Crossing the Chasm has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

