

Crossing the chasm - marketing and selling high-tech products to mainstream customers

HarperBusiness Essentials - Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers : Geoffrey A. Moore : Free Download, Borrow, and Streaming : Internet Archive



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- Notes: Includes index.
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Book summary

Much of the market capitalization gains, on the other hand, come from disruptive innovations. Such gaps between the groups can break your marketing momentum.

CROSSING THE CHASM MARKETING AND SELLING TECHNOLOGY PROJECTS TO MAINSTREAM CUSTOMERS

For target customers - beachhead segment only 2.

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Moore, is excellent for products that are moving from early adopters to wider market.

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