

# 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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 Technological innovations -- Marketing  
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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.

## [PDF] CROSSING THE CHASM MARKETING AND SELLING HIGH TECH PRODUCTS TO MAINSTREAM CUSTOMERS

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

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