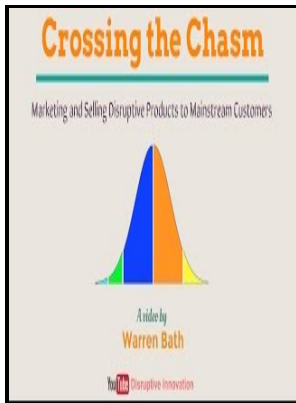


Crossing the chasm - marketing and selling high-tech products to mainstream customers

HarperBusiness Essentials - Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers by Geoffrey A. Moore



Description: -

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Technological innovations -- Marketing
High technology -- Marketing
Selling -- High technology
Crossing the chasm - marketing and selling high-tech products to mainstream customers
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Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials): Moore, Geoffrey A.: 9780062353948: spaceneb.us.to: Books

The key to successfully crossing the chasm is to start by focusing singularly on 1 strategic market niche. This is because they are buying a dream—which, to some degree, will always be a dream.

Crossing the Chasm

Leur credo : n'acheter qu'aux leaders du marché pour diminuer les risques. Ils sont souvent d'accord sur le fait qu'en cas de panique, l'acheteur pourrait perdre son job. For sales and marketing, the book emphasizes concepts like making a product easy to buy as opposed to easy to sell. It's essential reading for anyone with a stake in the world's most exciting marketplace.

Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers

Â If you have not read it - and are in any way in a high tech company - do so immediately. This model works because each group paves the way for the next group, e.

(PDF) Crossing the Chasm, 3rd Edition 3rd Edition

Much of the market capitalization gains, on the other hand, come from disruptive innovations. I was also a bit surprised to see that the Kindle version of the book is slightly more expensive than the paper version, which makes no sense to me at all! The bible for bringing cutting-edge products to larger markets—now revised and updated with new insights into the realities of high-tech marketing.

Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers : Geoffrey A. Moore : Free

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Book Descriptions: We have made it easy for you to find a PDF Ebooks without any digging. The High-Tech Marketing Model The High-Tech Marketing Model is about developing the market by sequentially addressing the 5 groups above from left to right.

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You should do this before making any decision on the basis of the information on this website.

Book summary

Reading this has really helped me realize that going mainstream really does require a different approach and message. The author's emphasis is on distinguishing between the selling and marketing tactics for the early innovators versus the mainstream customers.

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While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know that the technology actually offers improvements in productivity. Also, it would have been great to see updated examples of the principles described which would make it easier to reflect upon from a more recent perspective. Having read it once and going back for a more thorough study of its concepts, I want to enthusiastically propose that you read it also.

Related Books

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