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| Cover Image | *Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials)* Geoffrey A. Moore  HarperCollins |

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# *3 notes/highlights*

*Created by Tarang Shah*  – Last synced November 5, 2016

## *Part I: Discovering the Chasm*

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| |  |  |  | | --- | --- | --- | |  | *Every truly innovative high-tech product starts out as a fad—something with no known market value or purpose but with “great properties” that generate a lot of enthusiasm within an “in crowd” of early adopters. That’s the early market.*  November 5, 2016 | [15](http://play.google.com/books/reader?printsec=frontcover&output=reader&id=V7kiCgAAAEAJ&source=books-notes-export&pg=GBS.PA15) | |

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| |  |  |  | | --- | --- | --- | |  | *Then comes a period during which the rest of the world watches to see if anything can be made of this; that is the chasm. If in fact something does come out of it—if a value proposition is discovered that can be predictably delivered to a targetable set of customers at a reasonable price—then a new mainstream market segment forms, typically with a rapidity that allows its initial leaders to become very, very successful.*  November 5, 2016 | [15](http://play.google.com/books/reader?printsec=frontcover&output=reader&id=V7kiCgAAAEAJ&source=books-notes-export&pg=GBS.PA15.w.0.0.0.1) | |

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| |  |  |  | | --- | --- | --- | |  | *The key in all this is crossing the chasm—performing the acts that allow the first shoots of that mainstream market to emerge. This is a do-or-die proposition for high-tech enterprises; hence it is logical that they be the crucible in which “chasm theory” is formed. But the principles can be generalized to other forms of marketing, so for the general reader who can bear with all the high-tech examples in this book, useful lessons may be learned.*  November 5, 2016 | [15](http://play.google.com/books/reader?printsec=frontcover&output=reader&id=V7kiCgAAAEAJ&source=books-notes-export&pg=GBS.PA15.w.0.0.0.2) | |