



Inside the Tornado: Marketing Strategies from Silicon Valley's Cutting Edge

By Moore, Geoffrey A.

HarperBusiness, U.S.A., 1999. Soft cover. Book Condition: New. 8vo - over 7¾ - 9¾" tall. The bestselling guide to the high-stakes world of high tech--now in paperback! Exploring the new high-tech landscape and its implications for business strategy, Geoffrey Moore provides highly useful guidelines for moving products beyond early adopters and into the lucrative mainstream market. From marketing to overall business strategy, Inside the Tornado is a must-read for anyone in the high-tech business. Review: This is Moore's second book expounding his high-tech marketing theories, focusing on what to do when you've followed his advice in Crossing the Chasm so well that customers are beating down your door and crawling in the windows, putting your business into a new lifecycle stage: the mass market.



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