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Crossing the Chasm - Wikipedia

Meet the Author: Geoffrey A. Moore Author Bio and Details. Geoffrey A. Moore is the author of Escape

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Moore, Geoffrey A. (1995, 1999) Inside the Tornado, Harper Business, New York, NY. A superb sequel to Crossing the Chasm that uses vivid, memorable metaphors like gorillas, chimps, bowling alleys, and tornados to drive home key lessons facing marketers and leaders in highly volatile markets.

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Crossing the Chasm by Moore, Geoffrey a
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What questions should I ask Geoffrey Moore, author of ...

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**Crossing the Chasm : Marketing and Selling High-tech ...
A Summary of “Crossing the Chasm” By Jonathan S. Linowes, Parker Hill Technology Geoffrey A. Moore, Crossing the Chasm, Marketing and Selling High-Tech Products to Mainstream Customer (revised edition), HarperCollins Publishers, New York, 1999 The high-tech marketing guru (and principle of The Chasm Group marketing**

**“Crossing the Chasm” Summary and Review - West ...
Crossing the Chasm was written in 1990 and published in 1991. Originally forecast to sell 5,000 copies, it has over a seven year period in the market sold more than 175,000. In high-tech marketing, we call this an “upside miss.” The appeal of the book, I believe, is that it puts a vocabulary to a market**

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