

## Fast Second How Smart Companies Byp Radical Innovation To Enter And Dominate New Markets 1st Edition By Markides Constantinos C Geroski Paul A 2004 Hardcover

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Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets Constantinos C. Markides , Paul A. Geroski Constantinos C. Markides and Paul A. Geroski face a curious challenge: They have a lot of data to support their claim that the way to make big profits, if you're quick enough, is to be the second company to take an innovation to market.

### Fast Second How Smart Companies

Fast Second draws from a rich body of academic research on radical innovation and cites illustrative examples of successful fast-second firms such as Microsoft, Proctor & Gamble, Amazon, Canon, JVC, Heinz, and many others to propose a radical new innovation model for companies that aspire to create radically new markets.

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Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets is a book written by Paul Geroski and Constantinos Markides and published by Jossey-Bass in 2005. According to the authors, a "fast second company" lets other companies innovate and experiment to create new markets.

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