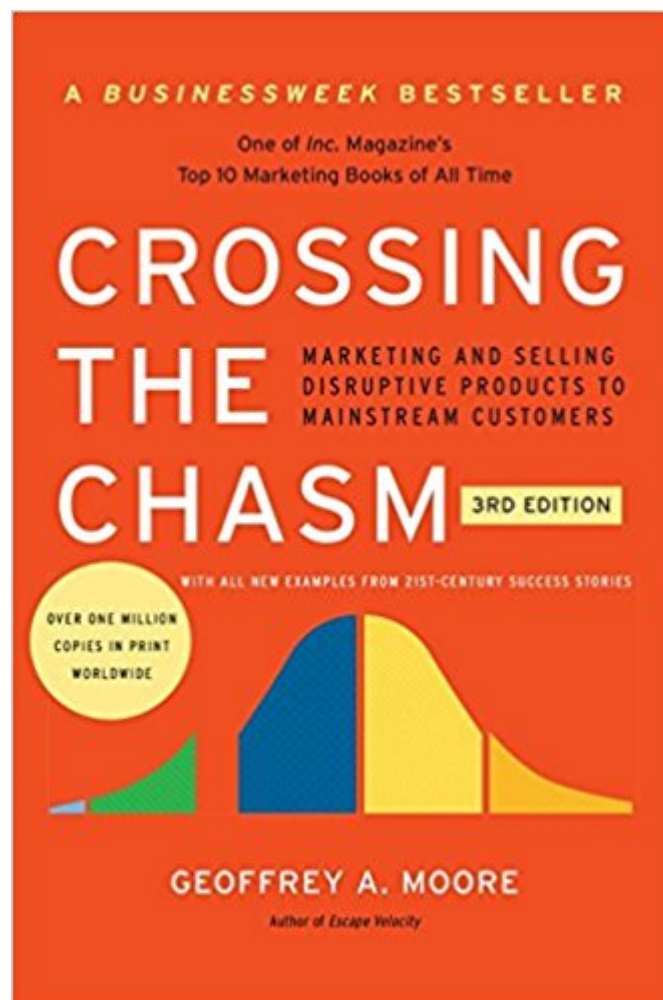




The book was found

Crossing The Chasm, 3rd Edition: Marketing And Selling Disruptive Products To Mainstream Customers (Collins Business Essentials)



Synopsis

The bible for bringing cutting-edge products to larger markets – now revised and updated with new insights into the realities of high-tech marketing. In *Crossing the Chasm*, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle – which begins with innovators and moves to early adopters, early majority, late majority, and laggards – there is a vast chasm between the early adopters and the early majority. 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. The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings. He also includes two new appendices, the first connecting the ideas in *Crossing the Chasm* to work subsequently published in his *Inside the Tornado*, and the second presenting his recent groundbreaking work for technology adoption models for high-tech consumer markets.

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Customer Reviews

In *Crossing the Chasm*, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle - which begins with innovators and moves to early adopters, early majority, late majority, and laggards - there is a vast chasm between the early adopters and the early majority. 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. The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings. He also includes two new appendices, the first connecting the ideas in Crossing the Chasm to work subsequently published in his Inside the Tornado, and the second presenting his recent groundbreaking work for technology adoption models for high-tech consumer markets.

Praise for Previous Editions of Crossing the Chasm: "Crossing the Chasm truly addresses the subtleties of high-tech marketing. We have embraced many of the concepts in the book and it has become a 'bestseller' with Unisys."- James A. Unruh, CEO, Unisys "Crossing the Chasm is no longer just the name of a great book - it has become a very effective management process. In venture capital, chasm management is a widely used boardroom tool for emerging technology companies. It works!"- Joe Schoendorf, executive partner, Accel Partners "Crossing the Chasm has contributed more to the art and science of high-tech marketing than any other book in the last decade. If you are not one of the thousands of businesses and universities incorporating the chasm insight into your operations, you have to be worried about your future."- Tom Kendra, vice president, Worldwide Data Management Sales, IBM Software Group

I would have given this 4 stars because it didn't turn out exactly what I wanted. I wanted a general high-tech marketing book but this one is much tailored towards people who have been in the field for some time. The reason I am giving this 5-stars is because it is a very well written book. Much enjoyable and I did end up learning quite a few things from it. The clear step-by-step plan to take a product from simple innovation to a lasting mature product just makes sense. For people planning to work or already working in high-tech marketing, this should be a highly recommended book.

Having bought the original in the late 90's I was interested to see how the book had been updated. The new example companies are perfectly chosen and the core message of the book remains the same, I am not sure if there is a better marketing book out there that describes the issues a startup company goes through defining and creating a market and then trying to take it mainstream. Classic text, comprehensively and intelligently updated.

Foundational book for anyone thinking about, starting, joining, or succeeding in a start up. The lexicon of innovators & early adopters, who they are and that there are cracks (chasms) in-between is essential to sanity, survival, and success. The clear break down of how these people think and experience "new" and how each group fits into your journey to the "mainstream" of sales and revenue make this book entrepreneur language 101. Where the dastardly largest chasm is and what a company has to do to market and sell differently may be the most important lesson of the book. Innovators, pragmatists, and conservatives must be well-understood market niches for your team so they can understand how the life cycle of the company is changing and why. The authors do a fine job of making it clear.

Having worked in high tech industries for nearly 20 years, I've seen companies cross the chasm successfully and others crash and burn in spectacular fashion. The book outlines the reasons behind the failures, which (from the inside) are very hard to see, even long after the fact.

A solid breakdown of emerging technology and the market forces it must face before it can achieve widespread adoption in the marketplace.

Recommended to all new business people

Required reading for anyone wanting to understand the fundamentals of high technology business development.

Very well articulated and explains the chasms in the high tech industry and tying it to well established marketing principles. Whole product definition is key outlining tons of opportunity. Was little surprised by the conclusion pushing out the pioneers from the scene as humbly believe we are always in the chasm...

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