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[Crossing The Chasm: Marketing and Selling Disruptive ...](#)

There is a general tendency to discount books and articles as they age. This is particularly true in high technology.

This book, however, is a classic. Its lessons are just as valuable today as they were when the book was first published. The author has taken pains to update his examples with recent market developments and I applaud him for that. But the underlying truths, the insights that [Crossing the Chasm - Goodreads Share book ...](#)

While [Crossing the Chasm](#) is a book dedicated to B Few dreamed of where Apple, Microsoft or Amazon would be today. Today, these are some of the biggest names of the tech industry, in fact, they are some of the biggest names in any industry.

[Crossing The Chasm Summary - Four Minute Books](#) 1-Sentence-Summary: [Crossing The Chasm](#) gives high tech startups a marketing blueprint, in order to make their product get the initial traction it needs to eventually reach the majority of the market and not die in the chasm between early adopters and pragmatists. Guess the year this book was

[Crossing the Chasm, 3rd Edition \(Collins Business ...](#) 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.

[A Summary of Crossing the Chasm - NS4ALL](#)

[A Summary of Crossing the Chasm By Jonathan S. Linowes, Parker Hill Technology](#) [Geoffrey A. Moore, Crossing the Chasm, Marketing and Selling High-Tech](#) [Crossing The Chasm - A Quick Summary \(With Examples\)](#)

In his book [Crossing The Chasm](#), Moore helps you figure out how to get past the chasm or avoid it in the first place. Here s my notes and takeaways from the book. [A Summary of Crossing The Chasm. What is The Chasm?](#) The Chasm is just another way to describe a common phenomenon.

[Crossing the Chasm - Geoffrey A. Moore - Google Books](#)

[Books books google.ca](#) - Here is the bestselling guide that created a new game plan for marketing in high-tech industries. [Crossing the Chasm](#) has become the bible for bringing cutting-edge products to progressively larger markets.

[Crossing the Chasm \(Audiobook\) by Geoffrey A.](#)

Moore ...

My reaction was "I just got ripped off" This book is a book about marketing technology that was written in the 80's and then updated for the '90's. The audio portion was published 2012 but the book is the same book written in the '90's.