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By Geoffrey A Moore Crossing
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Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers or simply Crossing the Chasm, is a marketing book by Geoffrey A. Moore that focuses on the specifics of marketing high tech products during the early start up period. Moore's exploration and expansion of the diffusions of innovations model has had a significant and lasting impact on high tech entrepreneurship. In 2006, Tom Byers, director of the Stanford Technology Ventures Program, described it as "still the bi

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Geoffrey A. Moore is the author of two bestselling books on the development of high-tech markets: Crossing the Chasm and Inside the Tornado. He is chairman of The Chasm Group, which provides marketing strategy consulting services to hundreds of high-tech companies. He is also a venture partner with Mohr Davidow Ventures, a venture capital firm.

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MicroSummary: Published in 1991, "Crossing the Chasm" by Geoffrey A. Moore is still considered a bible for high tech entrepreneurs. It suggests that there is a chasm midway the technology adoption cycle, right between the early adopters (visionaries) and the early majority (pragmatists). And it explicates what a startup should do to cross it.

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Geoffrey A. Moore
It is called "Crossing the Chasm" by Geoffrey Moore. The world of startups has always been fascinating yet elusive since I claim Houston as my home. "Crossing the Chasm" explains the psychology that derives from people's personalities and dictates how they analyze and evaluate new products in the Technology Adoption Life Cycle.

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Geoffrey Moore (born 1946) is an American organizational theorist, management consultant and author, known for his work Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers.

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Geoffrey A. Moore is a managing partner at a consulting firm in San Mateo, California, and a partner in a venture capital firm in Menlo Park, California. He is the author of Inside the Tornado, The Gorilla Game and Living on the Fault Line .

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This has led author Geoff Moore to produce a revised edition, released on January 28, with all new examples taken from the last decade and two new appendices to help bridge the gap between what's ...