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Once you have established a strong word-of-mouth reputation within different segments of the Early Majority, you have crossed the chasm properly. Further Reading: Moore, G.A. (2014). Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers. Harper Business. Rogers, E.M. (2003). Diffusion of Innovations. Free Press.

Crossing the Chasm in Technology Adoption Life Cycle ...

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. Some may think of it as the Trough of Disillusionment.

Crossing The Chasm - A Quick Summary (With Examples)

"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.

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Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers (Collins Business Essentials) Published March 17th 2009 by HarperCollins e-books ebook, 256 pages

Editions of Crossing the Chasm: Marketing and Selling High ...

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

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