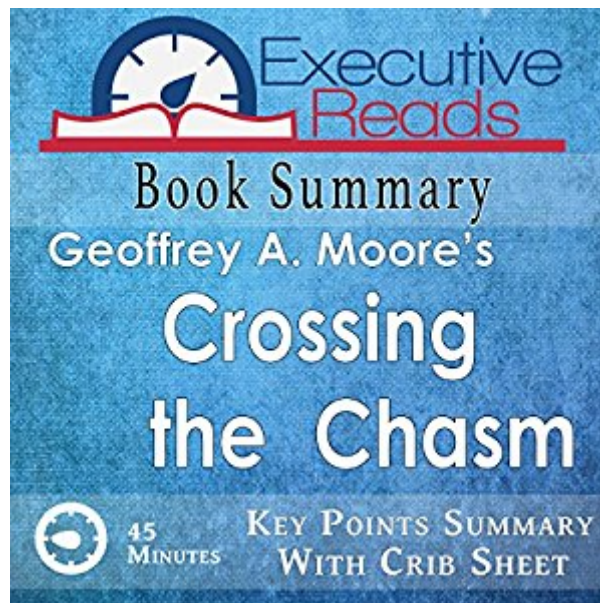




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Book Summary: Crossing The Chasm: 45 Minutes - Key Points Summary/Refresher



Synopsis

Should you spend 14 hours reading or listening to the whole book? Did you already go through it, and did you forget the key ideas? Executive Reads to the rescue! In *Crossing the Chasm*, Geoffrey A. Moore popularized the technology adoption life cycle, known elsewhere as the product adoption curve or innovation adoption curve. Contained in this useful model are terms you've heard but may not truly understand: innovators, early adopters, early majority, late majority, and laggards. Between the early market segments (innovators and early adopters) and the mainstream market segments (early and late majorities) lies the chasm. *Crossing the Chasm* explains the perils of navigating the technology adoption life cycle and introducing a new high-tech product. It's as useful today as it was when it was originally written. Whether you seek to save time in understanding this seminal work, want to see if you should get the full-length book, or want to refresh your memory of what it said, Executive Reads provides you with a clear and concise summary.

Book Information

Audible Audio Edition

Listening Length: 47 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Kronos Books

Audible.com Release Date: November 3, 2015

Whispersync for Voice: Ready

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Customer Reviews

Not comprehensive, checklists and planning tools not included. Need full book to get the tools to apply the strategy. I would not buy it

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