



Quicklet - Geoffrey A. Moore s Crossing the Chasm (Paperback)

By Richard Childers

Hyperink, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. ABOUT THE BOOK Since its first publication in 1991, Geoffrey Moore's Crossing the Chasm: Marketing and Selling High Tech Products to Mainstream Customers has set the standard for tech business moguls. In fact, it has become the standard for all of us trying to make our way in the confusing world of technology business. Moore argues that there is a chasm that exists between early adopters of a potentially disruptive technology product and what he calls the early majority, or the market segment that takes such a product to the upper ranges of success. Moore believes that early adopters and visionaries have very different expectations than the pragmatists that follow. In this book, he explores those differences and suggests specific techniques to successfully cross the chasm. These include choosing a target market, understanding the whole product concept, positioning the product, building a successful marketing strategy, and choosing the most appropriate distribution channel and pricing. MEET THE AUTHOR Richard Childers is an experienced writer and a member of the Hyperink Team, which works hard to bring you high-quality, engaging, fun content. Happy reading!...



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