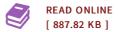


Quicklet - Geoffrey A. Moore s Crossing the Chasm (Paperback)

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 Moores 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 highquality, engaging, fun content. Happy reading!...



Reviews

This ebook may be worth getting. I actually have read through and i am sure that i am going to likely to read through again once more down the road. You will not sense monotony at whenever you want of your respective time (that's what catalogues are for relating to should you check with me). -- **Mr. Golden Flatley**

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-- Lizeth Witting

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Eebo Editions, Proquest, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...

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Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 197 x 88 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books is carefully levelled to match childrens growing...

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Diary of a Miner Princess: On the Run: An Arthurian Fantasy Love Story for Minecraft Kids(unofficial) Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Princess Emerald Heartstone refused to marry a man she didn t know. She wanted to marry for love. So

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Fleetfoot Books, a division of Gazelle Book Services Ltd. Paperback. Book Condition: new. BRAND NEW, James Dixon's Children: The Story of Blackburn Orphanage, Melanie Warren, James Dixon, born in 1855, was the founder of Blackburn Orphanage. A contemporary of Dr Barnardo, during his...

Essie s Kids the Rolling Calf.: USA Version

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. He (Karl) had heard many stories about various rolling calf encounters, but he personally had never seen one before, well...