

Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers (Collins Business Essentials)

Geoffrey A. Moore



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Here is the bestselling guide that created a new game plan for marketing in high-tech industries. *Crossing the Chasm* has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

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