



Crossing the Chasm: Marketing and Selling Technology Products to Mainstream Customers (Paperback)

By Geoffrey A. Moore

John Wiley and Sons Ltd, United Kingdom, 2000. Paperback. Book Condition: New. Revised. 232 x 156 mm. Language: English . Brand New Book. In Crossing the Chasm, Geoffrey Moore, the world's leading high-tech and communications guru, throws out old marketing ideas to clear space for the special realities of the high-tech market. Based on a revolutionary new model and filled with practical insights, Crossing the Chasm is a landmark book. This new edition has been updated to include comprehensive coverage of the Internet and World Wide Web.



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