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Crossing the Chasm - Wikipedia

Geoffrey Moore is an author, speaker, and advisor who splits his consulting time between start-up companies in the Mohr Davidow and Wildcat Venture Partners portfolio and established high-tech enterprises, most recently including Salesforce, Microsoft, Intel, Box, Aruba, Cognizant, and Rackspace. Moore's life's work has focused on the market dynamics surrounding disruptive innovations. His ...

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All of this (and more) it is cover by Geoffrey Moore on its bestseller "Inside Tornado"

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Geoffrey Moore (born 1946) is an American organizational theorist, management consultant and author, known for his work Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers.

Geoffrey Moore - Wikipedia

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Geoffrey A. Moore Quotes (Author of Crossing the Chasm)

Il est né le 31 juillet 1946 à Portland dans l' Oregon. Ses livres sont basés sur son expérience en tant que consultant au sein du McKenna Group et du Chasm Group (qu'il a fondé), et des travaux de son prédécesseur Everett Rogers sur les catégories d'adopteurs et la diffusion de l'innovation.

Geoffrey Moore — Wikipédia

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