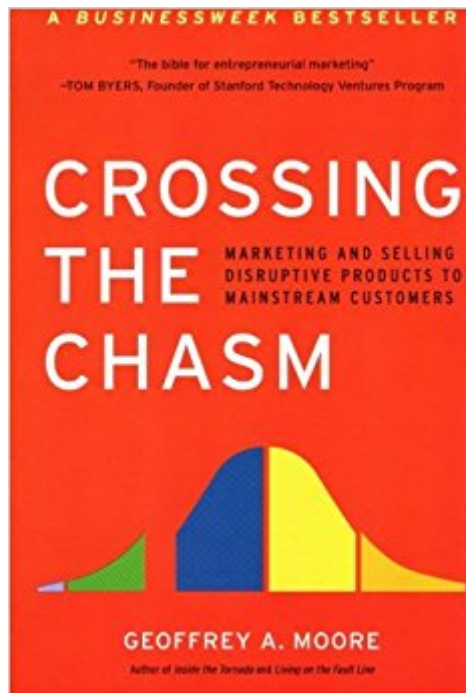


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Crossing The Chasm: Marketing And Selling High-Tech Products To Mainstream Customers



Synopsis

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.

Book Information

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The author's emphasis is on distinguishing between the selling and marketing tactics for the early innovators versus the mainstream customers. There is a chasm between the innovators and mainstream market and the author dedicates the book outlining the various steps a high tech company should perform to successfully navigate through the chasm. Some key points and lessons learned:- It is important to maintain momentum in order to create a bandwagon effect that makes it natural for the next group to want to buy in.- Early adopters want a change agent while the early majority looks for productivity improvement for existing operations - they want an evolution not revolution.- Vapor ware should be avoided during chasm crossing - Vapor ware is pre-announcing and pre-marketing a product which still requires significant development.- Resistance is a function of inertia growing out of the commitment to the status quo, fear of risk or lack of compelling reason to buy.- Crossing the chasm requires moving from an environment of support among visionaries back into one of skepticism among pragmatists. It means that moving from product related issues to unfamiliar ground of market oriented issues AND moving from the familiar audience of like minded

specialist to uninterested generalist. -It is the market centric value system - supplemented (but not superseded) by the product centric - One that must be the basis for the value profile of the target customers when crossing the chasm. -Elevator Speech Template1. For (target customers - beachhead segment only)2. Who are dissatisfied with (the current market alternative)3. Our product is a (new product category)4.

Crossing the Chasm is referenced by pretty much every book on startups out there, and rightly so. Geoffrey Moore looks at the problem of creating a sustainable company from an initial technology and vision from a marketing perspective, which is usually lacking in new enterprises with an idea and some venture money. The author mentions in the introduction that some companies have Crossing the Chasm as required reading, which makes a lot of sense, because the book considers the complete enterprise, and not just the marketing department, in its discussion of how to cross the chasm. So what is the chasm? Technology wants you to change, and people respond differently to this demand. The technology adoption lifecycle is a curve that classifies people based on their response, from innovators who try out everything to see whether they work, to visionaries (also called early majority) who expect quantum leaps from new technology, to pragmatists who want to make sure they get their money's worth, to conservatives who switch to a new technology only when they have to. Moore urges the reader not to think that the transition of a technology company's marketing strategy from one segment to the other is necessarily fluid and without existential risks. There are gaps between each segment, but the one between visionaries and pragmatists is the widest one, with many a promising company having fallen there and not managed to get back up. Even if a company has successfully marketed to the innovators and visionaries, becoming sustainable requires getting a foothold in the pragmatist segment, which in turn requires the mentality of the whole company to change.

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