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[Crossing The Chasm Summary - Four Minute Books](#)
1-Sentence-Summary: Crossing The Chasm gives high tech startups a marketing blueprint, in order to make their product get the initial traction it needs to eventually reach the majority of the market and not die in the chasm between early adopters and pragmatists.

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Crossing the Chasm has become the bible for bringing cutting-edge products to progressively larger markets. This revised and updated 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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The biggest gap is the one between Early Adopters and Early Majority, and in Crossing the Chasm, author Geoffrey A. Moore is focused on this gap. Early Adopters (visionaries) are looking for

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Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers or simply Crossing the Chasm (1991, revised 1999 and 2014), is a marketing book by Geoffrey A. Moore that focuses on the specifics of marketing high tech products during the early start up period.

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A Summary of Crossing the Chasm By Jonathan S. Linowes, Parker Hill Technology Geoffrey A. Moore, Crossing the Chasm, Marketing and Selling High-Tech

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Crossing the Chasm: How to Market, Sell And Improve Your ...

One of the best tools is the crossing the chasm framework by Geoffrey Moore. In 1991, Geoffrey Moore wrote his first book *Crossing the Chasm* which explained that the problem many startups face in getting their product to the masses could be explained from the perspective of the classic product life cycle.

Crossing the Chasm - Geoffrey A. Moore - E-book

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.