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Description The bible for bringing cutting-edge products to larger markets—now revised and updated with new insights into the realities of high-tech marketing In *Crossing the Chasm*, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle—which begins with innovators and moves to early adopters, early majority, late majority, and laggards—there is a vast chasm between the early adopters and the early majority. *Crossing the Chasm 3rd Edition Collins Business Essentials ...* This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings. *Crossing*

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