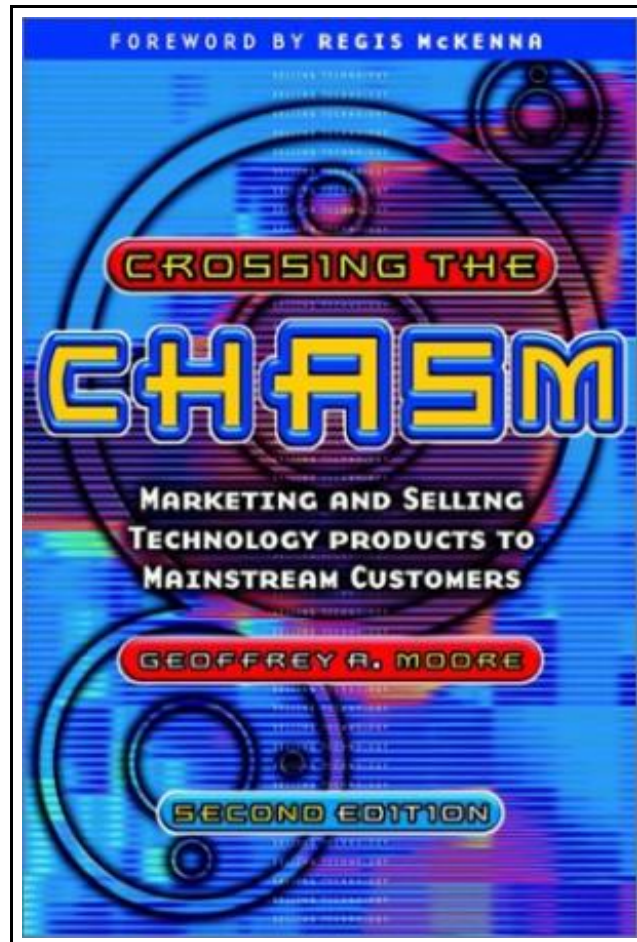


Crossing the Chasm: Marketing and Selling Technology Products to Mainstream Customers



Filesize: 5.65 MB

Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

CROSSING THE CHASM: MARKETING AND SELLING TECHNOLOGY PRODUCTS TO MAINSTREAM CUSTOMERS



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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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