Crossing The Chasm (Harper Business Essentials)

Unlike most enthographic studies of salespeople, which focus on the insurance, finance, and retail sectors, Darr's book turns to the daily sales practices of an information economy."--BOOK JACKET.

In this, the second of Geoff Moore's classic three-part marketing series, Moore provides highly useful guidelines for moving products beyond early adopters and into the lucrative mainstream market. Updated for the HarperBusiness Essentials series with a new author's note. Once a product "crosses the chasm" it is faced with the "tornado," a make or break time period where mainstream customers determine whether the product takes off or falls flat. In Inside the Tornado, Moore details various marketing strategies that will teach marketers how reach these customers and how to take advantage of living inside the tornado in order to reap the benefits of mainstream adoption.

By studying the work of hundreds of the most original and effective business minds, the authors present a common architecture that illuminates exceptional analysis and creative performance. 2 x 2 Thinking is characterized by a fundamental appreciation for the dynamic and complex nature of business. The best strategists go out of their way to tackle dilemmas rather than merely solve problems. They

use opposition, creative tension, iteration and transcendence to get to the heart of issues and involve critical others in finding the best solutions. The authors demonstrate how to apply the 2 x 2 approach to a wide range of important business challenges.
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.
Competition Policy and Patent Law under Uncertainty
Seizing the White Space
The Power of the 2 x 2 Matrix
Regulating Innovation
Marketing High Technology
Designing Connected Products
The Gorilla Game, Revised Edition
How to Innovate with Minimum Viable Products and Rapid Customer Feedback
Crossing the Chasm, 3rd EditionMarketing and Selling Disruptive Products to Mainstream CustomersHarperBusiness

This title provides a thorugh overview of the issues high-tech marketers must address, and provides a balance between conceptual discussions and examples; small and big business; products and services; and consumer and business-to-business marketing contexts. Knowledge Capital: How Knowledge-Based Enterprises Really Get Built is an integrated, structured set of conversations with thought leaders and key practitioners in the fields of intellectual capital and knowledge management, who examine-in the form of conversations-the steps necessary for creating and implementing the various dimensions of a knowledge-based enterprise. These are the dimensions that need to be effectively addressed for the organization to successfully make the transition from an activity-based organization to a truly knowledge-based enterprise. The conversations that make up Knowledge Capital are not studies of theory separated from practice or practice without a strong theoretical base. Rather, they are the stories of how knowledge-based enterprises really get built, in the words of the people who built them. While every contributor begins from his or her own unique perspective and background, each moves toward a convergent understanding of the core elements, perspectives, and practices involved. These systemic conversations provide a body of knowledge and experience on how to craft and implement strategies, as well as the how values, learning, performance, relationships, innovation, and

change play in the development of usable knowledge environment. These explorations, together, lead to a mapping of what are quickly becoming the foundations of the next stage of the field. Knowledge Capital gives the reader a readily accessible collection of insights and experiences essential for the new era in intellectual capital and knowledge management.

The Chasm Group is one of the world's leading high-tech consulting practices, headed by best selling author, Geoffrey Moore, whose books, Crossing the Chasm and Inside the Tornado are required reading for anyone venturing into the high-tech industry. Now Moore's partner, Paul Wiefels, analyses and clarifies the ideas covered in these bestsellers with a step-by-step field guide organized around three major concepts: * How high-tech market develop * How to specify a winning market development strategy * How to plan go-to-market programmes at different points in the life cycle. Wiefels' back-to-basics approach presents a series of models, tools and frameworks that management teams can adapt to increase market share and create a sustainable platform for increasing shareholder value. The Chasm Companion reveals formulas drawn from real life that can be - and are being - used to stay on top in any economic climate.

Picking Winners in High Technology

Crossing the Chasm

How do todays most successful tech companiesAmazon, Google, Facebook, Netflix, Tesladesign, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than most tech companies. In INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will loveand that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizationsdramatically improving their own product efforts. Whether youre an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your

ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the authors own personal storiesand profiles of some of todays most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and NetflixINSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely newsharing the latest practices and techniques of todays most-successful tech product companies, and the men and women behind every great product.

Over the last 25 years, Geoffrey Moore has established himself as one of the most influential high-tech advisors in the world—once prompting Conan O'Brien to ask "Who is Geoffrey Moore and why is he more famous than me?" Following up on the ferociously innovative ESCAPE VELOCITY, which served as the basis for Moore's consulting work to such companies as Salesforce, Microsoft, and Intel, ZONE TO WIN serves as the

companion playbook for his landmark guide, offering a practical manual to address the challenge large enterprises face when they seek to add a new line of business to their established portfolio. Focused on spurring next-generation growth, guiding mergers and acquisitions, and embracing disruption and innovation, ZONE TO WIN is a high-powered tool for driving your company above and beyond its limitations, its definitions of success, and ultimately, its competitors. Moore's classic bestseller, CROSSING THE CHASM, has sold more than one million copies by addressing the challenges faced by start-up companies. Now ZONE TO WIN is set to guide established enterprises through the same journey. "For any company, regardless of size or industry, ZONE TO WIN is the playbook for succeeding in today's disruptive, connected, fast-paced business world." —Marc Benioff, CEO, Salesforce "Once again Geoffrey Moore weighs in with a prescient examination of what it takes to win in today's competitive, disruptive business environment." —Satya Nadella, CEO, Microsoft "With this book, Geoffrey Moore continues to lead us all through ever-changing times...His work has changed the game of changing the game!" —Gary Kovacs, CEO, AVG "ZONE TO WIN uses crystal-clear language to describe the management plays necessary to win in an ever-disrupting marketplace. Regardless of your level of management experience, you will find this book an invaluable tool for building long-term success for your business." —Lip-Bu Tan, President

and CEO, Cadence Design Systems
Web 2.0 makes headlines, but how does it make money? This concise guide explains what's different about Web 2.0 and how those differences can improve your company's bottom line. Whether you're an executive plotting the next move, a small business owner looking to expand, or an entrepreneur planning a startup, Web 2.0: A Strategy Guide illustrates through real-life examples how businesses, large and small, are creating new opportunities on today's Web. This book is about strategy. Rather than focus on the technology, the examples concentrate on its effect. You will learn that creating a Web 2.0 business, or integrating Web 2.0 strategies with your existing business, means creating places online where people like to come together to share what they think, see, and do. When people come together over the Web, the result can be much more than the sum of the parts. The customers themselves help build the site, as old-fashioned "word of mouth" becomes hypergrowth. Web 2.0: A Strategy Guide demonstrates the power of this new paradigm by examining how: Flickr, a classic user-driven business, created value for itself by helping users create their own value Google made money with a model based on free search, and changed the rules for doing business on the Web-opening opportunities you can take advantage of Social network effects can support a business-ever wonder how FaceBook grew so quickly? Businesses like Amazon tap into the Web as a source of indirect

revenue, using creative new approaches to monetize the investments they've made in the Web Written by Amy Shuen, an authority on Silicon Valley business models and innovation economics, Web 2.0: A Strategy Guide explains how to transform your business by looking at specific practices for integrating Web 2.0 with what you do. If you're executing business strategy and want to know how the Web is changing business, this book is for you.

Leaders and Managers want quick answers, quick ways to reach solutions, ways and means to access knowledge that won't eat into their precious time and quick ideas that deliver a big result. The Little Book of Big Decision Models cuts through all the noise and gives managers access to the very best decision-making models that they need to to keep things moving forward. Every model is quick and easy to read and delivers the essential information and know-how quickly, efficiently and memorably.

Marketing of High-technology Products and Innovations

Woo, Wow, and Win

Managing for Shareholder Value in Any Economy

The Gorilla Game

Improving Business Through Semantic Interoperability, Grid Computing, and Enterprise Integration

Absolute Value

You Can't Know It All

New Trends in the Age of Digital Change

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. While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know that the technology actually offers improvements in productivity. The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. 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. He also includes two new appendices, the first connecting the ideas in Crossing the Chasm to work subsequently published in his Inside the Tornado, and the second presenting his recent groundbreaking work for technology adoption models for high-tech consumer markets.

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it,

you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting This book discusses digitalization trends and their concrete applications in business and societal contexts. It summarizes new findings from research, teaching and management activities comprising digital transformation, e-business, the representation of knowledge, human–computer interaction and business optimization. The trends discussed include artificial intelligence, virtual reality, robotics, blockchain, and many more. Professors and researchers who conduct research and teach at the interface between academia and business present the latest advances in their field. The book adopts the philosophy of applied sciences and combines both rigorous research and practical applications. As such, it addresses the needs of both professors and researchers, who are constantly seeking inspiration, and of managers seeking to tap the potential of the latest trends to take their

business to the next level. Readers will find answers to pressing questions that arise in their daily work.

Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, Designing Connected Products delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

Leading in the Age of Deep Expertise

Selling Technology

Adaptive Information

When New Technologies Cause Great Firms to Fail

Business Model Innovation for Growth and Renewal

What Really Influences Customers in the Age of (Nearly) Perfect Information

What They Say, Why They Matter, and How They Can Help You

Building Brandwidth

From the world's leading high-tech strategist comes the definitive road map to established companies create next-generation growth. Geoffrey Moore's now-cl

Crossing the Chasm became a must-read book by presenting an innovative framework to address the make-or-break obstacle facing all high-tech companies: how to gain market share from early adopters and from mainstream consumers. Based on twenty years' experience advising the top leaders of many of the world's most successful enterprises, Moore's Escape Velocity offers a pragmatic plan to engage the most critical challenge that established enterprises face in the twenty-first-century economy: how to move beyond past success and drive next-generation growth from new lines of business. As he worked with senior management teams, Moore repeatedly found that executives were trapped by short-term performance-based compensation schemes. The result was critical decision-makers overweighting their legacy commitments, an embarrassingly low success rate in new-product launches, and a widespread failure to sustain any kind of next-generation business at scale. In Escape Velocity, Moore presents a cogent strategy for generating future growth within an established enterprise. Organized around a hierarchy of powers—category power, company power, market power, offer power, and execution power—this insightful work shows how each level of power can be orchestrated to achieve overall success. Moore explains how to use mergers and acquisitions as well as organic innovation to systematically migrate an enterprise's portfolio out of lower-growth and into higher-growth categories; how to reallocate resources across

an enterprise in deliberately asymmetrical ways to create a powerful and sustainable foundation for a long-term competitive advantage; how to leverage target-market initiatives as accelerants to growth and as stepping-stones to bro overall category success; how to create unmatchable offerings by being swift to neutralize competitors' innovations and laser-focused on driving in-house innovations to make a business impervious to competitors; how to fundamentally change the execution cadence of an organization, pushing change from innovatic broad deployment, creating an irreversible tipping point along the way. Drawing from thousands of hours spent face-to-face with CEOs and their teams, Moore presents case examples and best practices. While his experience is deeply rooted the high-tech sector, his models and techniques apply well beyond this arena, including to the public sector. At a time when the world is looking to established enterprises for growth and stability, Moore's analysis is penetrating and his prescriptions are right on the mark. Escape Velocity gives executives and their teams a practical way forward to take advantage of the opportunities amid indu and economic disruptions.

Thousands of business books are published every year— Here are the best of the After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now t

have chosen and reviewed the one hundred best business titles of all time—the
that deliver the biggest payoff for today's busy readers. The 1OO Best Business
Books of All Time puts each book in context so that readers can quickly find
solutions to the problems they face, such as how best to spend The First 9O Da
new job or how to take their company from Good to Great. Many of the choices
surprising—you'll find reviews of Moneyball and Orbiting the Giant Hairball, but
not Jack Welch's memoir. At the end of each review, Jack and Todd direct reader
to other books both inside and outside The 1OO Best. And sprinkled throughout
sidebars taking the reader beyond business books, suggesting movies, novels, an
even children's books that offer equally relevant insights. This guide will appeal t
anyone, from entry-level to CEO, who wants to cut through the clutter and disc
the brilliant books that are truly worth their investment of time and money.
Emphasizing the importance of seizing and holding marketing leadership during th
"tornado" phase of market development, a strategy guide for high-tech companie
and entrepreneurs analyzes the Technology Adoption Life Cycle
The fault line -- that dangerous, unstable seam in the economy where powerful
innovations and savage competition meet and create market-shattering tremors
Every company lives on it; no manager can control it. In the original edition of
Living on the Fault Line, Geoffrey Moore presented a compelling argument for

using shareholder value (or share price) as the key driver in management decisio
Moore now revisits his argument in the post-Internet bubble world, proving that
methods he espouses are more germane than ever and showing companies how
use them to survive and thrive in today's demanding economy. Extending the
themes of Crossing the Chasm and Inside the Tornado, his first two books on th
dynamics of the high-tech markets, Moore shows why sensitivity to stock price
single most important lever for managing in the future, both as a leading indicat
of shifts in competitive advantage and as an employee motivator for making
necessary changes in organizations heretofore impervious to change. This revise
and updated edition includes: A deeper emphasis on core versus context, which
emerged as the key distinction in allocating resources to improve shareholder va
A new Competitive Advantage Grid that will aid managers in achieving and
sustaining competitive advantage, the most important component in managing f
shareholder value An expanded Value Discipline Model as it relates to the
Competitive Advantage Grid Analysis of the powerful new trend toward
core/context analysis and outsourcing production duties Updated models of
organizational change for each stage of market development As disruptive forces
continue to buffet the marketplace and rattle the staid practices of the past, M
offers a brilliant set of navigational tools to help meet today's most compelling

management challenges.

A Field Guide to Crossing the Chasm and Inside the Tornado

Knowledge Capital

Marketing and Selling Technology Products to Mainstream Customers

Marketing and Selling High-tech Products to Mainstream Customers

Competing Against Luck

Using 2 x 2 Thinking to Solve Business Problems and Make Better Decisions

Crossing the Chasm, 3rd Edition

How Winning Companies Build Leaders at E

Going against conventional marketing wisdom, Absolute Value reveals what really influences customers today and offers a new framework—the Influence Mix, a totally new way of thinking about consumer decision making and marketing, and about developing more effective business strategies. How people buy things has changed profoundly—yet the fundamental thinking about consumer decision-making and marketing has not. Most marketers still believe that they can shape consumers' perception and drive their behavior. In this provocative book, Stanford professor Itamar Simonson and bestselling author Emanuel Rosen show why current mantras are losing their relevance. When consumers base their decisions on reviews from other users, easily accessed expert opinions, price comparison apps, and other emerging

technologies, everything changes. Absolute Value answers the pressing questions of how to influence customers in this new age. Simonson and Rosen point out the old-school marketing concepts that need to change and explain how a company should design its communication strategy, market research program, and segmentation strategy in the new environment. Filled with deep analysis, case studies, and cutting-edge research, this forward-looking book provides a totally new way of thinking about marketing.
_____ *From the author of the multi-million-copy bestseller Good to Great* 'No matter what your walk of life, no matter how big or small your enterprise, no matter whether it's for-profit or nonprofit, no matter whether you're CEO or a unit leader, the question stands, How does your flywheel turn?' – JIM COLLINS
_____ The key to business success is not a single innovation or one plan. It is the act of turning the flywheel, slowly gaining momentum and eventually reaching a breakthrough. Building upon the flywheel concept introduced in his groundbreaking classic Good to Great, Jim Collins teaches readers how to create their own flywheel, how to accelerate the flywheel's momentum, and how to stay on the flywheel in shifting markets and during times of turbulence. Combining research from his Good to Great labs and case studies from organisations like Amazon, Vanguard, and the Cleveland Clinic which have turned their flywheels with outstanding results, Collins demonstrates that successful organisations can disrupt the world around them –

and reach unprecedented success – by employing the flywheel concept.
In this Wall Street Journal and BusinessWeek bestseller, Michigan Business School guru and worldwide consultant Noel Tichy brings his special brand of organisational transformation to a practical level that guarantees a leader at every level of an organisation. Why do some companies consistently win in the marketplace while others struggle from crisis to crisis? The answer, says Noel Tichy, is that winning companies possess a "Leadership Engine" , a proven system for creating dynamic leaders at every level. Technologies, products and economies constantly change. To get ahead and stay ahead, companies need agile, flexible, innovative leaders who can anticipate change and respond to new realities swiftly. Tichy explains that everyone has untapped leadership potential that can be developed winning leaders and winning organisations have figured out how to do this. In this acclaimed bestseller, Tichy offers colourful and insightful best-practice examples from dozens of leaders gathered from decades of research and practical experience.

The regulation of innovation and the optimal design of legal institutions in an environment of uncertainty are two of the most important policy challenges of the twenty-first century. Innovation is critical to economic growth. Regulatory design decisions and, in particular, competition policy and intellectual property regimes can have profound consequences for economic growth. However, remarkably little is known about the relationship between innovation, competition and regulatory policy. Any legal

regime must attempt to assess the trade-offs associated with rules that will affect incentives to innovate, allocative efficiency, competition, and freedom of economic actors to commercialize the fruits of their innovative labors. The essays in this book approach this critical set of problems from an economic perspective, relying on the tools of microeconomics, quantitative analysis and comparative institutional analysis to explore and begin to provide answers to the myriad challenges facing policymakers. How Rebels and Innovators Create New Categories and Dominate Markets The Changing Shape of Sales in an Information Economy Marketing and Selling Technology Project How Knowledge-Based Enterprises Really Get Built Marketing Strategies from Silicon Valley's Cutting Edge Inside the Tornado The Story of Innovation and Customer Choice Guide to Managing Growth

"Read this book to learn how to create a company as powerful as Apple." —Guy Kawasaki, former chief evangelist of Apple In Escape Velocity Geoffrey A. Moore, author of the marketing masterwork Crossing the Chasm, teaches twenty-first century enterprises how to overcome the pull of the past and reorient their organizations to meet a new era of competition. The world's leading high-tech business strategist, Moore connects the dots between bold strategies and effective execution, with an action plan that elucidates the link between senior executives and every other branch of a company. For readers of Larry

Bossidy's Execution,Clay Christensen's Innovator's Solution, and Gary Vaynerchuck'sCrush It!, and for anyone aiming for the pinnacle of business success, EscapeVelocity is an irreplaceable roadmap to the top.

The measure of the executive, Peter Drucker reminds us, is the ability to 'get the right things done'. Usually this involves doing what other people have overlooked, as well as avoiding what is unproductive. He identifies five talents as essential to effectiveness, and these can be learned; in fact, they must be learned just as scales must be mastered by every piano student regardless of his natural gifts. Intelligence, imagination and knowledge may all be wasted in an executive job without the acquired habits of mind that convert these into results. One of the talents is the management of time. Another is choosing what to contribute to the particular organization. A third is knowing where and how to apply your strength to best effect. Fourth is setting up the right priorities. And all of them must be knitted together by effective decision-making. How these can be developed forms the main body of the book. The author ranges widely through the annals of business and government to demonstrate the distinctive skill of the executive. He turns familiar experience upside down to see it in new perspective. The book is full of surprises, with its fresh insights into old and seemingly trite situations.

The Possibilities Are Staggering: Had you invested $10,000 in Cisco Systems back in early 1990, your investment would now be worth $3,650,000 Similarly, a $10,000 investment made in Microsoft in 1986 would be valued at more than $4,721,000 today $10,000 invested in Yahoo! in 1996 would today be worth $317,000 How do you get in on those deals—especially if you're not a Silicon Valley insider? How do you buy the high-tech win-

ners and avoid the losers? How do you find the Yahoo!s, Microsofts, and Ciscos of tomorrow? The answers are here, in this newly revised edition of the national bestseller The Gorilla Game. The book reveals the dynamics driving the market for high-tech stocks and out-lines the forces that catapult a select number of compa-nies to "gorilla" status—dominating the markets they serve in the way that Yahoo! dominates internet portals, Microsoft dominates software operating systems, and Cisco dominates hardware for data networks. Follow the rules of The Gorilla Game and you will learn how to identify and invest in the "gorilla candidates" early on—while they are still fighting for dominance, and while their stocks are still cheap. When the dust clears and one company clearly attains leadership in its market, you'll reap the enormous returns that foresighted investors in high-tech companies deserve. This new edition of The Gorilla Game has been updated and revised throughout, with new focus and new insights into choosing the internet gorillas—the companies that are destined to dominate internet commerce. Bestselling author Geoffrey A. Moore is one of the world's leading consultants in high-tech marketing strategy. Here you'll find his groundbreaking ideas about tech-nology markets that made his previous books bestsellers, combined with the work of Paul Johnson, a top Wall Street technology analyst, and Tom Kippola, a high-tech consul-tant and highly successful private investor. Together they have discovered and played the gorilla game and now give readers the real rules for winning in the world of high-tech investing. Step by step you'll learn how to spot a high-tech market that is about to undergo rapid growth and development, how to identify and spread investments across the potential gorillas within the market, and how to narrow your investments to the single, emerging leader—the gorilla—as the market matures. High-tech investing can be extremely risky, but

investors who learn to play the gorilla game can avoid many of the traps and pitfalls and instead start capitalizing on untold profits. Personal wealth is only a gorilla game away. Today's organizations are packed full of experts in every area from marketing to risk to sales to IT. Many of these people are also leaders, heading teams or large departments. They are followed because they know more than the rest of their group. They are followed because of their credibility as experts. The toughest transition in business comes when expert leaders are asked to move beyond their expertise and lead a less homogenous group. Suddenly, experts face a new set of problems. They struggle to gain basic competence in dozens of areas without having to become the expert in every aspect. In Wanda Wallace's experience, this move—from expert leader to a broader kind of authority—requires a new mindset about how to lead. Wallace explains what few people understand—how to add value as a leader when you're dealing with an ever growing set of responsibilities over which you have little detailed knowledge. The work you do and the way you interact with people must also change. Managing now requires a light touch and a different approach to delegation. Above all, managing is about recognizing that while you may not do all the work of your team, you must enable the team to do the work. In this world, trust becomes essential. In You Can't Know It All, Wallace presents the coaching model she has developed to address the challenges of this transition. She offers strategies for individuals to navigate their new roles and learn to combine their expertise with their leadership responsibilities. She gives essential advice on the fundamental change in mind-set that this requires. This invaluable handbook offers novice and experienced managers alike insights into their own careers, explains why their star performers may suddenly be floundering, and provides essential tools for guiding

development.

Escape Velocity

Strategies for Turning Success Into Even Bigger Success

Marketing and Selling Disruptive Products to Mainstream Customers

Living on the Fault Line, Revised Edition

The 70 most useful models to help you say Yes or No

How to Set Direction While Embracing Uncertainty

Business Information Systems and Technology 4.0

Closing the Sale Online

Now the world's most famous marketer, Sergio Zyman, has
teamed up with Scott Miller to present a brilliant and
irascible take on e-marketing as it really is and how it's
supposed to be. just as Zyman's best-selling The End of
Marketing as We Know It signaled the end of traditional
marketing-marketing as corporate ornamentation, somehow
existing apart from the serious business practice of selling
more people more stuff more often-Building Brandwidth takes
on the myth that this cool, hip new technology needs cool,
hip new marketing to make the sale. Marketing is marketing-
building a brand online takes discipline and sweat, just as

it does offline. Too many Internet start-ups are betting on irreverent advertising and in-jokes to do magic-to create instant brand awareness, build traffic, develop commerce, create buzz, and enable the brand to rise to the top. But "irreverent" too often means "irrelevant." Meanwhile, sales stagnate-or nosedive. Ever since the Internet bubble burst, Web companies live by the law-of-the-jungle rules of all companies. In this illuminating book you'll learn why: • Building brandwidth isn't about being trendy. It's about closing the sale online and using some of the back-to-the principles of e-merchanting to do that. • Everything you knew about mass marketing is over. Today, customization rules, and that means customer-ization rules. • Customers don't care if your Web site has the coolest technology-they want to know how it can do something for them that they need or want and how it can do it differently than any other site. • Creativity isn't about being obscure. Creativity means doing the hard work of communicating what your business can do that the competition can't. • What applies

to e-companies now applies to all companies. The new and old economies have fused into one hypercompetitive transformed economy. Building Brandwidth is the user's manual for anyone doing business on the Internet. This indispensable guide to making money and coming out on top will help you close the sale online in these fast-moving, make-or-break times when every e-commerce venture is desperately fighting to stay afloat.

Business model innovation is the key to unlocking transformational growth—but few executives know how to apply it to their businesses. In Seizing the White Space, Mark Johnson gives them the playbook. Leaving the rhetoric to others, Johnson lays out an eminently practical framework that identifies the four fundamental building blocks that make business models work. In a series of in-depth case studies, he goes on to vividly illustrate how companies are using innovative business models to seize their white space and achieve transformational growth by fulfilling unmet customer needs in their current markets; serving entirely

new customers and creating new markets; and responding to tectonic shifts in market demand, government policy, and technologies that affect entire industries. He then lays out a structured process for designing a new model and developing it into a profitable and thriving enterprise, while investigating the vexing and sometimes paradoxical managerial challenges that have commonly thwarted so many companies in their unguided forays into the unknown. Business model innovators have reshaped entire sectors—including retail, aviation, and media—and redistributed billions of dollars of value. With road-tested frameworks, analytics, and diagnostics, this book gives executives everything they need to reshape their businesses and achieve transformative growth. In today's world, it's no longer enough to create great new products; rather companies now must create whole new categories that destroy old ones. Uber created a new personal transportation category and destroyed taxis and limos. Salesforce.com created a new category of cloud-base

sales automation, dethroning the old CRM industry. Airbnb,
Workday, Tesla and Netflix are all winning by creating
entirely new business categories that destabilise old ones.
The category is the new strategy. The conclusion: If you
want to build a legendary company, you need to design and
build a legendary category at the same time, and dominate it
over time. Your company needs to be a Category King. And if
you don't design a Category King, you're creating a failure.
Drawing on examples from within and beyond our own practice,
PLAY BIGGER shows both entrepreneurs and established
enterprises how to define, develop and rule a category over
time.
In this pioneering guide, two business authorities introduce
the new discipline of Service Design and reveal why trying
new strategies for pleasing customers isn't enough to
differentiate your business—it needs to be designed for
service from the ground up. Woo, Wow, and Win reveals the
importance of designing your company around service, and
offers clear, practical strategies based on the idea that

the design of services is markedly different than
manufacturing. Bestselling authors and business experts
Thomas A. Stewart and Patricia O'Connell contend that most
companies, both digital and brick-and-mortar, B2B or B2C;
are not designed for service—to provide an experience that
matches a customer's expectations with every interaction and
serves the company's needs. When customers have more choices
than ever before, study after study reveals that it's the
experience that makes the difference. To provide great
experiences that keep customers coming back, businesses must
design their services with as much care as their products.
Service Design is proactive—it is about delivering on your
promise to customers in accordance with your strategy, not
about acceding to customer dictates. Woo, Wow, and Win
teaches you how to create "Ahhh" moments when the customer
makes a positive judgment, and to avoid Ow" moments—when you
lose a sale or worse, customer trust. Whether you're giving
a haircut, selling life insurance, or managing an office
building, your customer is as much a part of your business

as your employees are. Together, you and customers create a bank of trust; fueled by knowledge of each other's skills and preferences. This is Customer Capital, the authors explain, and it is jointly owned. But it's up to you to manage it profitably. Innovative yet grounded in real world examples, Woo, Wow, and Win is the key strategy for winning customers—and keeping them.

Web 2.0: A Strategy Guide
Zone to Win
Play Bigger
Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets
The Little Book of Big Decision Models
UX for the Consumer Internet of Things
INSPIRED
The Effective Executive

The possibilities are staggering: Had you invested $10,000 in Cisco Systems in early 1990, your investment would not be worth $1,285.000. Similarly, a $10,000 investment made in Microsoft in 1986 would be valued at more than $1,800,000

today. How do you get in on those deals -- especially if you're not a Silicon Valley insider? How do you buy the high-tech winners and avoid the losers? How do you find the Microsofts and Ciscos of tomorrow? The answers are here, in The Gorilla Game. All you have to do is learn the rules. The Gorilla Gameÿ reveals the dynamics driving the market for high-tech stocks and outlines the forces that catapult a select number of companies to "gorilla" status -- dominating the markets they serve in the way that Microsoft dominates software operating systems and Cisco dominates hardware for data networks. Follow the rules of The Gorilla Gameÿ and you will learn how to identify and invest in the "gorilla candidates" early on -- while they are fighting for dominance in their markets and while their stock is still cheap. When the dust clears and one company clearly attains leadership in its product category, you'll reap the enormous returns that foresighted investors in high-tech companies deserve. The Gorilla Gameÿ is the latest from bestselling author Geoffrey A. Moore, one of the world's leading consultants in high-tech marketing strategy. Here you'll find the ground-breaking ideas about technology markets that made his previous books bestsellers, combined with the work of Paul Johnson, a top Wall Street technology analyst, and Tom Kippola, a high-tech consultant and highly successful private investor. Together they have discovered and played the gorilla game and now give their readers the real rules for winning in the world of high-tech investing. Step by step you'll learn how to spot a high-tech market that is about to undergo rapid growth and development; how to identify and spread investments across the

potential gorillas within the market; and how to narrow your investments to the single, emerging leader -- the gorilla -- as the market matures.
The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding,

analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

New Paradigm for considering application integration and B2Bproblems Heightens the importance of conveying meaning betweensystems Addresses movement in the EAI space toward more data handlingcapabilities Offers a solution for the multitude of managers disconnectedwith the latest technologies Leverages the technical advances made in complex dataintegration over 15 years Shifts the focus from technology solutions to informationsolutions Relies heavily on the use of practical examples, tips,definitions, and soapbox excerpts throughout the main body oftext

The foremost authority on innovation and growth presents a path-breaking book every company needs to transform innovation from a game of chance to one in which they develop products and services customers not only want to buy, but are willing to pay premium prices for. How do companies know how to grow? How can they create products that they are sure customers want to buy? Can innovation be more than a game of hit and miss? Harvard Business School professor Clayton Christensen has the answer. A generation ago, Christensen

revolutionized business with his groundbreaking theory of disruptive innovation. Now, he goes further, offering powerful new insights. After years of research, Christensen has come to one critical conclusion: our long held maxim—that understanding the customer is the crux of innovation—is wrong. Customers don't buy products or services; they "hire" them to do a job. Understanding customers does not drive innovation success, he argues. Understanding customer jobs does. The "Jobs to Be Done" approach can be seen in some of the world's most respected companies and fast-growing startups, including Amazon, Intuit, Uber, Airbnb, and Chobani yogurt, to name just a few. But this book is not about celebrating these successes—it's about predicting new ones. Christensen contends that by understanding what causes customers to "hire" a product or service, any business can improve its innovation track record, creating products that customers not only want to hire, but that they'll pay premium prices to bring into their lives. Jobs theory offers new hope for growth to companies frustrated by their hit and miss efforts. This book carefully lays down Christensen's provocative framework, providing a comprehensive explanation of the theory and why it is predictive, how to use it in the real world—and, most importantly, how not to squander the insights it provides.
The 100 Best Business Books of All Time
An Investor's Guide to Picking Winners in High Technology
The Lean Product Playbook
The Chasm Companion

The Leadership Engine
Business thinking and strategies behind successful Web 2.0 implementations.

How to Create Tech Products Customers Love

Marketing is civilized warfare. And as high-tech products become increasingly standardized—practically identical, from the customer's point of view—it is marketing that spells life or death for new devices or entire firms. In a book that is as fascinating as it is pragmatic, William H. Davidow, a legend in Silicon Valley, where he was described as "the driving force behind the micro processor explosion," tells how to fight the marketing battle in the intensely competitive world of high-tech companies—and win. Blunt, pithy, and knowledgeable, Davidow draws on his successful marketing experience at Intel Corporation to create a complete program for marketing victory. He drives home the basics, such as how to go head-on against the competition; how to "plan products, not devices"; how to give products a "soul"; and how to engineer promotions, market

internationally, motivate salespeople, and rally distributors. Above all, he demonstrates the critical importance of servicing and supporting customers. Total customer satisfaction, Davidow makes clear, must be every high-tech marketer's ultimate goal. The only comprehensive marketing strategy book by an insider, Marketing High Technology looks behind the scenes at industry-shaking clashes involving Apple and IBM, Visicorp and Lotus, Texas Instruments and National Semiconductor. He recounts his own involvement in Crush, Intel's innovative marketing offensive against Motorola, to demonstrate, step-by-step, how it became an industry prototype for a winning high-tech campaign. Davidow clearly spells out sixteen principles which increase the effectiveness of marketing programs. From examples as diverse as a Rolling Stones concert and a microprocessor chip, he defines a true "product." He analyzes and explains in new ways the strategic importance of distribution as it relates to market sector, pricing, and the pitfalls it entails. He challenges some traditional

marketing theory and provides unique and important insights developed from over twenty years in the high-tech field. From an all-encompassing philosophy that great marketing is a crusade requiring total commitment, to a careful study of the cost of attacking a competitor, this book is an essential tool for survival in today's high-risk, fast-changing, and very lucrative high-tech arena.
Free Your Company's Future from the Pull of the Past