



Quicklet on Geoffrey A. Moore's Crossing the Chasm: Marketing and Selling High Tech Products to Mainstream Customers

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ABOUT THE BOOK

Since its first publication in 1991, Geoffrey Moore's Crossing the Chasm: Marketing and Selling High Tech Products to Mainstream Customers has set the standard for tech business moguls. In fact, it has become the standard for all of us trying to make our way in the confusing world of technology business.

Moore argues that there is a chasm that exists between early adopters of a potentially disruptive technology product and what he calls the early majority, or the market segment that takes such a product to the upper ranges of success. Moore believes that early adopters and visionaries have very different expectations than the pragmatists that follow. In this book, he explores those differences and suggests specific techniques to successfully cross the "chasm."

These include choosing a target market, understanding the whole product concept, positioning the product, building a successful marketing strategy, and choosing the most appropriate distribution channel and pricing.

MEET THE AUTHOR

Richard Childers is an experienced writer and a member of the Hyperink Team, which works hard to bring you high-quality, engaging, fun content. Happy reading!

EXCERPT FROM THE BOOK

Moore's major thesis is that there is something wrong with the High Tech Marketing Model. There are gaps separating the major groups described in the Technology Adoption Life Cycle. These gaps represent the fact that any group will have a hard time accepting a new product if it is marketed to them in the same manner it was marketed to the group that preceded them. Each of these gaps is an opportunity for marketing to lose momentum and miss the transition to the next group.

Two of these gaps are relatively small, what Moore calls cracks in the bell curve. The gap between innovators and early adopters occurs when a hot new technology product cannot be transitioned into a major new benefit. The enthusiast loves it for its architecture, but nobody can even figure out how to start using it.

There is a second crack of similar size that exists between the early majority and the late majority. It comes at a time in the product life cycle when the market is well developed and the technology product is in the mainstream. While the early majority was quite willing and able to achieve the level of technical competence required to gain benefit from the product, the late majority user is much less so. In order to continue developing their market by moving into the late majority segment, the product marketers must make the product easier to use and implement. If they fail to do so, they may fail in their attempts to transition to this next segment.

CHAPTER OUTLINE

Quicklet on Geoffrey A. Moore's Crossing the Chasm: Marketing and Selling High Tech Products to Mainstream Customers

Geoffrey A. Moore's Crossing the Chasm: Marketing and Selling High Tech Products to Mainstream Customers

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