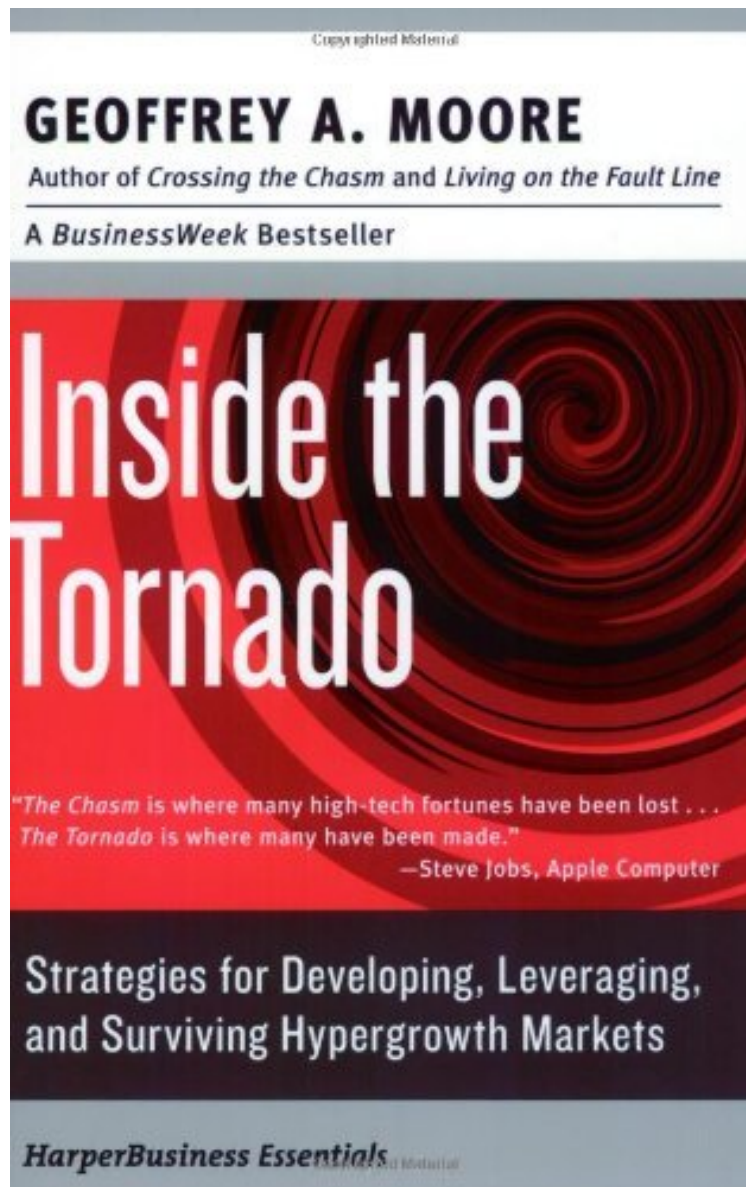


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Inside the Tornado: Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets (Collins Business Essentials)

Geoffrey A. Moore

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Geoffrey A. Moore : Inside the Tornado: Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets (Collins Business Essentials) before purchasing it in order to gage whether or not it would be worth my time, and all praised Inside the Tornado: Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets (Collins Business Essentials):

0 of 0 people found the following review helpful. Geoffrey Moore is one of the few Business authors I have implemented during my 20+ years in my career

By Mark Ellins
In 1993, I was introduced to *Crossing the Chasm* by a Marketing Director from Microsoft who reported directly to Steve Balmer (he was then VP of Sales). It became my bible and I continued to refer to it over and over again. *Inside the Tornado* is a continuation and the message is right-on. When a product starts to take off and is able to cross the chasm, go wild with it and the company should do everything it can to dominate the market place. In other words, take advantage of the success and don't hold back by raising prices or slowing production. The book has around 50-100 pages of good ideas and the rest are pages just to fill and support the good ideas. This is typical in these kinds of books. This is why I probably gave it 4 stars instead of 5 but if I had to grade the message alone, I would have given the book 5 stars. This book is not as good as *Crossing the Chasm* but I highly recommend reading it if you haven't read *Crossing the Chasm* in awhile. That was the case with me and it was a good refresher. It continued where *Crossing the Chasm* left off. Though the market is going through a paradigm shift in the way we are purchasing our products and services, I am confident that Geoffrey will continue to be spot on for at least another 20 or more years.

0 of 0 people found the following review helpful. This is a pretty good book

By Meg Hauser
This is a pretty good book. For someone without much experience in business, it's pretty handy and simple to understand. Maybe a bit too simple. The book was tad repetitive, and had too many examples and scenarios. You could probably do with just reading the first 1-3 chapters and then reading the last chapter. The middle is more of the same.

0 of 0 people found the following review helpful. Best new product marketing book.

By Craig MI
I am a retired business director at a fortune 100 technology company. My daughter ask me to recommend the 2 best business book. This was #1 on my list. Great insight on the marketing of new products for any industry. The techniques really work.

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.

.com This is Moore's second book expounding his high-tech marketing theories, focusing on what to do when you've followed his advice in *Crossing the Chasm* so well that customers are beating down your door and crawling in the windows, putting your business into a new lifecycle stage: the mass market.

From Library Journal
Moore (*Crossing the Chasm*, HarperBusiness, 1991) claims that marketing technology-based products is different from marketing standard consumer products. He explores marketing stages through a discussion of the "Technology Adoption Life Cycle," which follows a product from birth to death and suggests a course of action for each phase. He also charts power distribution within a company and the marketplace as these high-tech companies engage in traditional business strategies (i.e., strategic partnerships, competitive advantage, positioning, and organizational leadership). Moore provides examples from high-tech firms such as Hewlett-Packard, Apple, and Pyramid. Although other recent books address technology marketing (see *TechnoBrands*, AMACOM, 1991), none addresses life cycle issues. Written for those with a prior knowledge of marketing theory, this book is recommended for business libraries.

Kathy Shimpock-Vieweg, O'Connor-Cavanagh Lib., Phoenix, Ariz.
Copyright 1995 Reed Business Information, Inc. "We at Cisco have been living inside the tornado for the better part of a decade now, and we make heavy use in our strategy sessions of Geoff Moore's models for how high-tech marketplace dynamics evolve, and how business strategies must change to match them. This is an excellent book for anyone competing in the new Internet economy." -- John Chambers, CEO, Cisco Systems

"When I first read *Inside the Tornado* several years ago, I was struck by how accurately it described our networking business. Now the Internet has created a whole series of tornadoes which will lead to a new world of pervasive connectivity and untold opportunity for 3Com. Thank you, Geoffrey Moore, for your powerful treatment of these world-changing business models." -- Doug Spreng, senior vice president, Client Access Business Unit, 3Com Corporation

"Few businesses operate today without the hope of making it 'Inside the Tornado.' Geoffrey and The Chasm Group have captured the essence of business marketing strategy in a framework that is more useable and meaningful." -- Carol Bartz, chairman and CEO, Autodesk

Explains Market Dynamics Behind High-Tech Hypergrowth

Inside the Tornado the long-awaited sequel to *Crossing the Chasm* by Silicon Valley marketing strategist Geoffrey Moore, follows its predecessor as required reading material for today's leading business schools and industry luminaries. The book focuses on the market dynamics of hypergrowth, with a behind-the-headlines look at how companies such as Microsoft and Netscape capture dominant market shares and leap into prominence. "Geoff Moore's books are a must-read for all participants in high-tech. *Crossing the Chasm* and *Inside the Tornado* are required reading for my students both at the Stanford Engineering School and the Harvard Business School," said Thomas J. Kosnik, consulting associate professor, Stanford Engineering School, and visiting associate professor, Harvard Business School. In a sneak preview of the July 31, 1995 issue of *Soft-Letter*, Editor Jeff Tarter stated that *Inside the*

Tornado is clearly destined to be one of the technology world's most influential strategy guides. Inside the Tornado is a must for everyone who wants to realize the phenomenal success of many of America's high-tech companies, said Yogen Dalal, general partner at Mayfield Fund, a Silicon Valley investment firm. Moore's first book, Crossing the Chasm, introduced readers to an updated view of the Technology Adoption Life Cycle, including a "chasm" phase which separates the early adopters from the mainstream market of pragmatic customers, and the strategies for making this market transition. The book continues to double in sales every six months since its release in 1991, reaching nearly 60,000 copies sold through July, 1995, and continues to sell 3,000 copies per week. -- From the Publisher