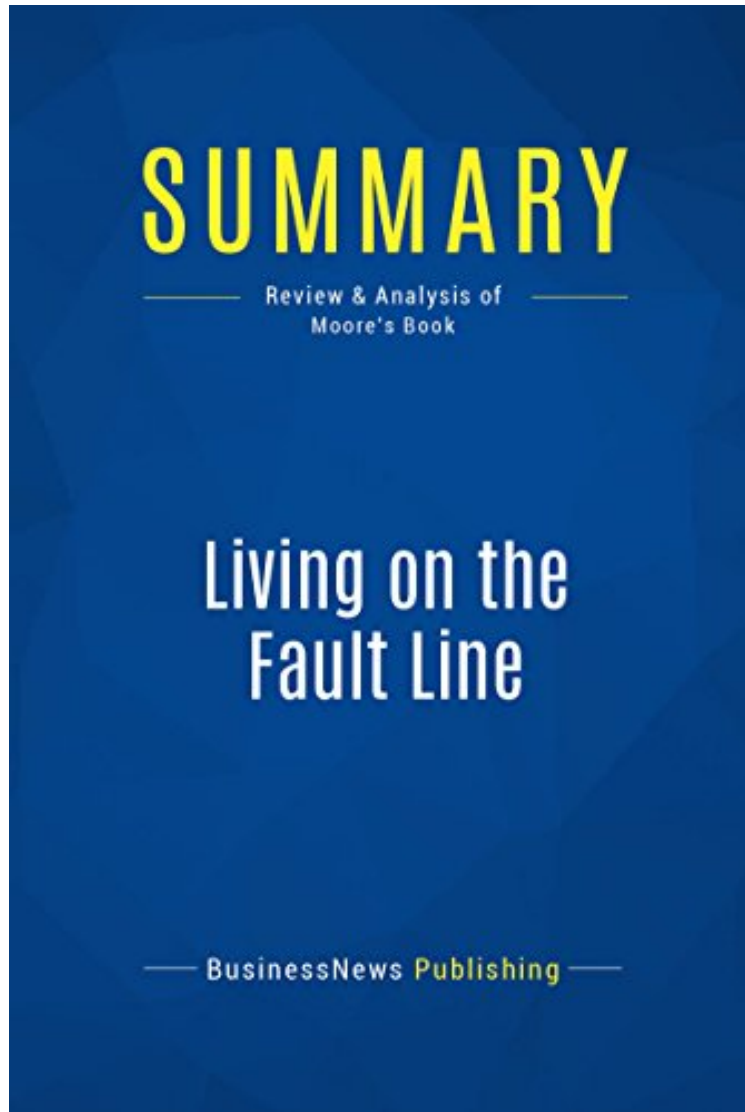


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The must-read summary of Geoffrey Moore's book: "Living on the Fault Line: Managing for Shareholder Value in the

Age of the Internet". This complete summary of the ideas from Geoffrey Moore's book "Living on the Fault Line" asks a fundamental question: "What should an established company which rose to prominence prior to the age of the Internet know and do about its stock price now the Internet has arrived?". The answer is both simple and complex to achieve - companies must use the internet to build a competitive advantage. In his book, the author explains ways to accomplish this ambition in the online age. He suggests that companies now need to look closely at how they can add value with new technology ndash; in the value chain, for example, or in company execution. This summary will teach readers to understand the process of new technology adoption and why it plays a big role in building competitive advantage. Added-value of this summary:bull; Save timebull; Understand key conceptsbull; Expand your knowledgeTo learn more, read "Living on the Fault Line" and discover how you can take advantage of the internet to get ahead of competitors and stay there.