CROSSING THE CHASM

MARKETING AND SELLING DISRUPTIVE PRODUCTS TO MAINSTREAM CUSTOMERS

GEOFFREY A. MOORE
Technology Adoption Life Cycle

The *Revised* Technology Adoption Life Cycle
The Competitive-Positioning Compass

Positioning: The Evidence

Supporters
- Benchmarks
- Product Reviews
- Design wins
- Initial sales volumes
- Trade press coverage
- Visionary endorsements
- Revenues and profits
- Strategic partners
- Top tier customers
- Full product line
- Business press coverage
- Financial analyst endorsements

Specialist
- Product
- Technology
- Market
- Generalist
- Architecture
- Schematics
- Demos
- Trials
- Technology press coverage
- Guru endorsements
- Market share
- Third party support
- Standards certification
- Applications proliferation
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