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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. Diversion Books, 2015 learn more. Crossing the Chasm 3rd Edition HarperCollins, 2014. Escape Velocity HarperCollins, 2011

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Geoffrey A. Moore is the author of two bestselling books on the development of high-tech markets: Crossing the Chasm and Inside the Tornado. He is chairman of The Chasm Group, which provides marketing strategy consulting services to hundreds of high-tech companies. He is also a venture partner with Mohr Davidow Ventures, a venture capital firm.

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MicroSummary: Published in 1991, "Crossing the Chasm" by Geoffrey A. Moore is still considered a bible for high tech entrepreneurs. It suggests that there is a chasm midway the technology adoption cycle, right between the early adopters (visionaries) and the early majority (pragmatists). And it explicates what a startup should do to cross it.

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Geoffrey A. Moore

It is called "Crossing the Chasm" by Geoffrey Moore. The world of startups has always been fascinating yet elusive since I claim Houston as my home. "Crossing the Chasm" explains the psychology that derives from people's personalities and dictates how they analyze and evaluate new products in the Technology Adoption Life Cycle.

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Geoffrey Moore (born 1946) is an American organizational theorist, management consultant and author, known for his work Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers.

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