NSIDE THE

STRATEGIES FOR DEVELOPING, LEVERAGING, AND SURVIVING HYPERGROWTH MARKETS

HOCH5CHULE LIECHTENSTEIN fiibfiothek

mmm?

AUTHOR'S NOTE

ACKNOWLEDGMENTS	Xi
INTRODUCTION	χ\
PART ONE THE DEVELOPMENT OF HYPERQE	ROWTM MARKETS
1. THE LAND OF OZ	3
2. CROSSING THE CHASM—AND BEYOND	13
3. IN THE BOWLING ALLEY	27
4. INSIDE THE TORNADO	63
5. ON MAIN STREET	101
6. FINDING YOUR PLACE	131
PART TWO IMPLICATIONS FOR STRATEGY	mm^mn
7. STRATEGIC PARTNERSHIPS	153
S. COMPETITIVE ADVANTAGE	175
9. POSITIONING	201
10. ORGANIZATIONAL LEADERSHIP	219
INDEX	239