# **CROSSING THE CHASM**

Marketing and Selling Disruptive Products to Mainstream Customers

THIRD EPITION .

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### Contents

#### Part I:

#### **Discovering the Chasm**

Introduction: If Mark Zuckerberg Can Be a Billionaire 3

- 1 High-Tech Marketing Illusion 11
- 2 High-Tech Marketing Enlightenment 33

#### Part II:

#### **Crossing the Chasm**

- 3 The D-Day Analogy 75
- 4 Target the Point of Attack 105
- 5 Assemble the Invasion Force 129
- 6 Define the Battle 163
- 7 Launch the Invasion 197

Conclusion: Leaving the Chasm Behind 213

Appendix 1: The High-Tech Market Development Model 243 Appendix 2: The Four Gears Model for Digital Consumer Adoption 249 Index 255