

## Crossing The Chasm Harper Business Essentials

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

A thought-provoking analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint. Unlike most ethnographic studies of salespeople, which focus on the insurance, finance, and retail sectors, Darr's book turns to the daily sales practices of an information economy."--BOOK JACKET. Second in a series of publications from the Institute of Medicine's Quality of Health Care in America project Today's health care providers have more research findings and more technology available to them than ever before. Yet recent reports have raised serious doubts about the quality of health care in America. Crossing the Quality Chasm makes an urgent call for fundamental change to close the quality gap. This book recommends a sweeping redesign of the American health care system and provides overarching principles for specific direction for policymakers, health care leaders, clinicians, regulators, purchasers, and others. In this comprehensive volume the committee offers: A set of performance expectations for the 21st century health care system. A set of 10 new rules to guide patient-clinician relationships. A suggested organizing framework to better align the incentives inherent in payment and accountability with improvements in quality. Key steps to promote evidence-based practice and strengthen clinical information systems. Analyzing health care organizations as complex systems, Crossing the Quality Chasm also documents the causes of the quality gap, identifies current practices that impede quality care, and explores how systems approaches can be used to implement change.

How Great Companies Innovate at Every Phase of Their Evolution

Closing the Sale Online

Organizing to Compete in an Age of Disruption

The Changing Shape of Sales in an Information Economy

PEAK

Remote Work Revolution

How Great Companies Get Their Mojo from Maslow Revised and Updated

"Readthis book to learn how to create a company as powerful as Apple."—Guy Kawasaki,former chief evangelist of Apple InEscape Velocity Geoffrey A. Moore, author of the marketing masterwork Crossingthe Chasm, teaches twenty-first century enterprises how to overcome thepull of the past and reorient their organizations to meet a new era ofcompetition. The world's leading high-tech business strategist, Moore connectsthe dots between bold strategies and effective execution, with an action planthat elucidates the link between senior executives and every other branch of acompany. For readers of Larry Bossidy's Execution,Clay Christensen's Innovator's Solution, and Gary Vaynerchuck'sCrush It!, and for anyone aiming for the pinnacle of business success, EscapeVelocity is an irreplaceable roadmap to the top.

A companion guidebook to the number-one bestselling Good to Great, focused on implementation of the flywheel concept, one of Jim Collins' most memorable ideas that has been used across industries and the social sectors, and with startups. The key to business success is not a single innovation or one plan. It is the act of turning the flywheel, slowly gaining momentum and eventually reaching a breakthrough. Building upon the flywheel concept introduced in his groundbreaking classic Good to Great, Jim Collins teaches readers how to create their own flywheel, how to accelerate the flywheel's momentum, and how to stay on the flywheel in shifting markets and during times of turbulence. Combining research from his Good to Great labs and case studies from organizations like Amazon, Vanguard, and the Cleveland Clinic which have turned their flywheels with outstanding results, Collins demonstrates that successful organizations can disrupt the world around them—and reach unprecedented success—by employing the flywheel concept.

Going against conventional marketing wisdom, Absolute Value reveals what really influences customers today and offers a new framework—the Influence Mix, a totally new way of thinking about consumer decision making and marketing, and about developing more effective business strategies. How people buy things has changed profoundly—yet the fundamental thinking about consumer decision-making and marketing has not. Most marketers still believe that they can shape consumers' perception and drive their behavior. In this provocative book, Stanford professor Itamar Simonson and bestselling author Emanuel Rosen show why current mantras are losing their relevance. When consumers base their decisions on reviews from other users, easily accessed expert opinions, price comparison apps, and other emerging technologies, everything changes. Absolute Value answers the pressing questions of how to influence customers in this new age. Simonson and Rosen point out the old-school marketing concepts that need to change and explain how a company should design its communication strategy, market research program, and segmentation strategy in the new environment. Filled with deep analysis, case studies, and cutting-edge research, this forward-looking book provides a totally new way of thinking about marketing.

The co-author of Microsoft Secrets links issues related to strategy and organization to those of managing technology, arguing that companies must chose a business model that will capitalize on good times and survive more difficult periods, and presenting the success stories of such companies as IBM,

Toshiba, and Motorola. 25,000 first printing.

The 100 Best Business Books of All Time

Absolute Value

Crossing the Chasm

Product Roadmaps Relaunched

The Innovator's Dilemma

Free Your Company's Future from the Pull of the Past

What Every Manager, Programmer, and Entrepreneur Must Know to Thrive and Survive in Good Times and Bad

This work explores how external constraints affect organizations and provides insights for designing and managing organizations to mitigate these constraints. All organizations are dependent on the environment for their survival. It contends that it is the fact of the organization's dependence on the environment that makes the external constraint and control of organizational behaviour both possible and almost inevitable. Organizations can either try to change their environments through political means or form interorganizational relationships to control or absorb uncertainty.

From the world's leading high-tech strategist comes the definitive road map to help established companies create next-generation growth. Geoffrey Moore's now-classic Crossing the Chasm became a must-read book by presenting an innovative framework to address the make-or-break obstacle facing all high-tech companies: how to gain market share from early adopters and from mainstream consumers. Based on twenty years' experience advising the top leaders of many of the world's most successful enterprises, Moore's Escape Velocity offers a pragmatic plan to engage the most critical challenge that established enterprises face in the twenty-first-century economy: how to move beyond past success and drive next-generation growth from new lines of business. As he worked with senior management teams, Moore repeatedly found that executives were trapped by short-term performance-based compensation schemes. The result was critical decision-makers overweighting their legacy commitments, an embarrassingly low success rate in new-product launches, and a widespread failure to sustain any kind of next-generation business at scale. In Escape Velocity, Moore presents a cogent strategy for generating future growth within an established enterprise. Organized around a hierarchy of powers—category power, company power, market power, offer power, and execution power—this insightful work shows how each level of power can be orchestrated to achieve overall success. Moore explains how to use mergers and acquisitions as well as organic innovation to systematically migrate an enterprise's portfolio out of lower-growth and into higher-growth categories; how to reallocate resources across an enterprise in deliberately asymmetrical ways to create a powerful and sustainable foundation for a long-term competitive advantage; how to leverage target-market initiatives as accelerants to growth and as stepping-stones to broad overall category success; how to create unmatched offerings by being swift to neutralize competitors' innovations and laser-focused on driving in-house innovations to make a business impervious to competitors; how to fundamentally change the execution cadence of an organization, pushing change from innovation to broad deployment, creating an irreversible tipping point along the way. Drawing from thousands of hours spent face-to-face with CEOs and their teams, Moore presents case examples and best practices. While his experience is deeply rooted in the high-tech sector, his models and techniques apply well beyond this arena, including to the public sector. At a time when the world is looking to established enterprises for growth and stability, Moore's analysis is penetrating and his prescriptions are right on the mark. Escape Velocity gives executives and their teams a practical way forward to take advantage of the opportunities amid industry and economic disruptions.

The measure of the executive, Peter Drucker reminds us, is the ability to 'get the right things done'. Usually this involves doing what other people have overlooked, as well as avoiding what is unproductive. He identifies five talents as essential to effectiveness, and these can be learned; in fact, they must be learned just as scales must be mastered by every piano student regardless of his natural gifts. Intelligence, imagination and knowledge may all be wasted in an executive job without the acquired habits of mind that convert these into results. One of the talents is the management of time. Another is choosing what to contribute to the particular organization. A third is knowing where and how to apply your strength to best effect. Fourth is setting up the right priorities. And all of them must be knitted together by effective decision-making. How these can be developed forms the main body of the book. The author ranges widely through the annals of business and government to demonstrate the distinctive skill of the executive. He turns familiar experience upside down to see it in new perspective. The book is full of surprises, with its fresh insights into old and seemingly trite situations.

The foremost authority on innovation and growth presents a path-breaking book every company needs to transform innovation from a game of chance to one in which they develop products and services customers not only want to buy, but are willing to pay premium prices for. How do companies know how to grow? How can they create products that they are sure customers want to buy? Can innovation be more than a game of hit and miss? Harvard Business School professor Clayton Christensen has the answer. A generation ago, Christensen revolutionized business with his groundbreaking theory of disruptive innovation. Now, he goes further, offering powerful new insights. After years of research, Christensen has come to one critical conclusion: our long held maxim—that understanding the customer is the crux of innovation—is wrong. Customers don't buy products or services; they "hire" them to do a job. Understanding customers does not drive innovation success, he argues. Understanding customer jobs does. The "Jobs to Be Done" approach can be seen in some of the world's most respected companies and fast-growing startups, including Amazon, Intuit, Uber, Airbnb, and Chobani yogurt, to name just a few. But this book is not about celebrating these successes—it's about predicting new ones. Christensen contends that by understanding what causes customers to "hire" a product or service, any business can improve its innovation track record, creating products that customers not only want to hire, but that they'll pay premium prices to bring into their lives. Jobs theory offers new hope for growth to companies frustrated by their hit and miss efforts. This book carefully lays down Christensen's provocative framework, providing a comprehensive explanation of the theory and why it is predictive, how to use it in the real world—and, most importantly, how not to squander the insights it provides.

A New Health System for the 21st Century

Crossing the Chasm, 3rd Edition

Competing Against Luck

Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets

A Monograph to Accompany Good to Great

Play Bigger

The Gorilla Game

The fault line -- that dangerous, unstable seam in the economy where powerful innovations and savage competition meet and create market-shattering tremors. Every company lives on it: no manager can control it. In the original edition of Living on the Fault Line, Geoffrey Moore presented a compelling argument for using shareholder value (or share price) as the key driver in management decisions. Moore now revisits his argument in the post-Internet bubble world, proving that the methods he espouses are more germane than ever and showing companies how to use them to survive and thrive in today's demanding economy. Extending the themes of Crossing the Chasm and Inside the Tornado, his first two books on the dynamics of the high-tech markets, Moore shows why sensitivity to stock price is the single most important lever for managing in the future, both as a leading indicator of shifts in competitive advantage and as an employee motivator for making necessary changes in organizations heretofore impervious to change. This revised and updated edition includes: A deeper emphasis on core versus context, which has emerged as the key distinction in allocating resources to improve shareholder value A new Competitive Advantage Grid that will aid managers in achieving and sustaining competitive advantage, the most important component in managing for shareholder value An expanded Value Discipline Model as it relates to the Competitive Advantage Grid Analysis of the powerful new trend toward core/context analysis and outsourcing production duties Updated models of organizational change for each stage of market development As disruptive forces continue to buffet the marketplace and rattle the staid practices of the past, Moore offers a brilliant set of navigational tools to help meet today's most compelling management challenges.

Here is the bestselling guide that created a new game plan for marketing in high-tech industries. Crossing the Chasm has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

This title provides a thorough overview of the issues high-tech marketers must address, and provides a balance between conceptual discussions and examples; small and big business; products and services; and consumer and business-to-business marketing contexts.

MOORE/DEALING WITH DARWIN

Inside the Tornado

Managing for Shareholder Value in Any Economy

The Story of Innovation and Customer Choice

Succeeding from Anywhere

Strategies that Revolutionized an Industry

How to Set Direction while Embracing Uncertainty

Zone to Win

In this bold new book, high-tech's best-known strategist makes a seminal contribution to the search for meaning in a secular era. Two questions fundamental to human existence have always been the metaphysical "where do I fit in the grand scheme of things?" and the ethical "how should I behave?" Religion is no longer a source of answers for many people, and nothing has replaced it. Moore uses his signature framework-based approach to answer these questions, taking us on an intellectual roller coaster ride through physics, chemistry, biology, the social sciences and the humanities. Along the way, he builds a metaphorical ladder that leads from the big bang to the need for ethical action in our daily lives. Combining an extraordinary range of scholarship with an accessible and entertaining writing style, The Infinite Staircase: What the Universe Tells Us About Life, Ethics, and Mortality provides a coherent and unified platform for a full human life.

In The Chasm Companion, The Chasm Group's Paul Wiefels presents readers with a new analysis of the ideas introduced in bestselling author Geoffrey Moore's classic books, Crossing the Chasm and Inside the Tornado, and focuses on how to translate these ideas into actionable strategy and implementation programs. This step-by-step fieldbook is organized around three major concepts: how high-tech markets develop, creating market development strategy, and executing go-to-market programs based on the strategy.

Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, Designing Connected Products delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

The bible for bringing cutting-edge products to larger markets—now revised and updated with new insights into the realities of high-tech marketing In Crossing the Chasm, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle—which begins with innovators and moves to early adopters, early majority, late majority, and laggards—there is a vast chasm between the early adopters and the early majority. While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know that the technology actually offers improvements in productivity. The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings. He also includes two new appendices, the first connecting the ideas in Crossing the Chasm to work subsequently published in his Inside the Tornado, and the second presenting his recent groundbreaking work for technology adoption models for high-tech consumer markets.

Picking Winners in High Technology

Marketing of High-technology Products and Innovations

Making Databases Work

UX for the Consumer Internet of Things

Selling Technology

A Fieldbook to Crossing the Chasm and Inside the Tornado

The Hidden Forces That Shape Our Decisions

***The Possibilities Are Staggering: Had you invested \$10,000 in Cisco Systems back in early 1990, your investment would now be worth \$3,650,000 Similarly, a \$10,000 investment made in Microsoft in 1986 would be valued at more than \$4,721,000 today \$10,000 invested in Yahoo! in 1996 would today be worth \$317,000 How do you get in on those deals—especially if you're not a Silicon Valley insider? How do you buy the high-tech win-ners and avoid the losers? How do you find the Yahoo!s, Microsofts, and Ciscos of tomorrow? The answers are here, in this newly revised edition of the national bestseller The Gorilla Game. The book reveals the dynamics driving the market for high-tech stocks and out-lines the forces that catapult a select number of compa-nies to "gorilla" status—dominating the markets they serve in the way that Yahoo! dominates internet portals, Microsoft dominates software operating systems, and Cisco dominates hardware for data networks. Follow the rules of The Gorilla Game and you will learn how to identify and invest in the "gorilla candidates" early on—while they are still fighting for dominance, and while their stocks are still cheap. When the dust clears and one company clearly attains leadership in its market, you'll reap the enormous returns that foresighted investors in high-tech companies deserve. This new edition of The Gorilla Game has been updated and revised***

*throughout, with new focus and new insights into choosing the internet gorillas—the companies that are destined to dominate internet commerce. Bestselling author Geoffrey A. Moore is one of the world's leading consultants in high-tech marketing strategy. Here you'll find his groundbreaking ideas about technology markets that made his previous books bestsellers, combined with the work of Paul Johnson, a top Wall Street technology analyst, and Tom Kippola, a high-tech consultant and highly successful private investor. Together they have discovered and played the gorilla game and now give readers the real rules for winning in the world of high-tech investing. Step by step you'll learn how to spot a high-tech market that is about to undergo rapid growth and development, how to identify and spread investments across the potential gorillas within the market, and how to narrow your investments to the single, emerging leader—the gorilla—as the market matures. High-tech investing can be extremely risky, but investors who learn to play the gorilla game can avoid many of the traps and pitfalls and instead start capitalizing on untold profits. Personal wealth is only a gorilla game away.*

*This book celebrates Michael Stonebraker's accomplishments that led to his 2014 ACM A.M. Turing Award "for fundamental contributions to the concepts and practices underlying modern database systems." The book describes, for the broad computing community, the unique nature, significance, and impact of Mike's achievements in advancing modern database systems over more than forty years. Today, data is considered the world's most valuable resource, whether it is in the tens of millions of databases used to manage the world's businesses and governments, in the billions of databases in our smartphones and watches, or residing elsewhere, as yet unmanaged, awaiting the elusive next generation of database systems. Every one of the millions or billions of databases includes features that are celebrated by the 2014 Turing Award and are described in this book. Why should I care about databases? What is a database? What is data management? What is a database management system (DBMS)? These are just some of the questions that this book answers, in describing the development of data management through the achievements of Mike Stonebraker and his over 200 collaborators. In reading the stories in this book, you will discover core data management concepts that were developed over the two greatest eras (so far) of data management technology. The book is a collection of 36 stories written by Mike and 38 of his collaborators: 23 world-leading database researchers, 11 world-class systems engineers, and 4 business partners. If you are an aspiring researcher, engineer, or entrepreneur you might read these stories to find these turning points as practice to tilt at your own computer-science windmills, to spur yourself to your next step of innovation and achievement.*

*The possibilities are staggering: Had you invested \$10,000 in Cisco Systems in early 1990, your investment would not be worth \$1,285,000. Similarly, a \$10,000 investment made in Microsoft in 1986 would be valued at more than \$1,800,000 today. How do you get in on those deals -- especially if you're not a Silicon Valley insider? How do you buy the high-tech winners and avoid the losers? How do you find the Microsofts and Ciscos of tomorrow? The answers are here, in The Gorilla Game. All you have to do is learn the rules. The Gorilla Game reveals the dynamics driving the market for high-tech stocks and outlines the forces that catapult a select number of companies to "gorilla" status -- dominating the markets they serve in the way that Microsoft dominates software operating systems and Cisco dominates hardware for data networks. Follow the rules of The Gorilla Game and you will learn how to identify and invest in the "gorilla candidates" early on -- while they are fighting for dominance in their markets and while their stock is still cheap. When the dust clears and one company clearly attains leadership in its product category, you'll reap the enormous returns that foresighted investors in high-tech companies deserve. The Gorilla Game is the latest from bestselling author Geoffrey A. Moore, one of the world's leading consultants in high-tech marketing strategy. Here you'll find the ground-breaking ideas about technology markets that made his previous books bestsellers, combined with the work of Paul Johnson, a top Wall Street technology analyst, and Tom Kippola, a high-tech consultant and highly successful private investor. Together they have discovered and played the gorilla game and now give their readers the real rules for winning in the world of high-tech investing. Step by step you'll learn how to spot a high-tech market that is about to undergo rapid growth and development; how to identify and spread investments across the potential gorillas within the market; and how to narrow your investments to the single, emerging leader -- the gorilla -- as the market matures. Graph data closes the gap between the way humans and computers view the world. While computers rely on static rows and columns of data, people navigate and reason about life through relationships. This practical guide demonstrates how graph data brings these two approaches together. By working with concepts from graph theory, database schema, distributed systems, and data analysis, you'll arrive at a unique intersection known as graph thinking. Authors Denise Koessler Gosnell and Matthias Broecheler show data engineers, data scientists, and data analysts how to solve complex problems with graph databases. You'll explore templates for building with graph technology, along with examples that demonstrate how teams think about graph data within an application. Build an example application architecture with relational and graph technologies Use graph technology to build a Customer 360 application, the most popular graph data pattern today Dive into hierarchical data and troubleshoot a new paradigm that comes from working with graph data Find paths in graph data and learn why your trust in different paths motivates and informs your preferences Use collaborative filtering to design a Netflix-inspired recommendation system*

The Infinite Staircase

Escape Velocity

Turning the Flywheel

Designing Connected Products

Marketing and Selling High-tech Products to Mainstream Customers

Crossing the Quality Chasm

The Business of Software

*In this Wall Street Journal and BusinessWeek bestseller, Michigan Business School guru and worldwide consultant Noel Tichy brings his special brand of organisational transformation to a practical level that guarantees a leader at every level of an organisation. Why do some companies consistently win in the marketplace while others struggle from crisis to crisis? The answer, says Noel Tichy, is that winning companies possess a "Leadership Engine" , a proven system for creating dynamic leaders at every level. Technologies, products and economies constantly change. To get ahead and stay ahead, companies need agile, flexible, innovative leaders who can anticipate change and respond to new realities swiftly. Tichy explains that everyone has untapped leadership potential that can be developed winning leaders and winning organisations have figured out how to do this. In this acclaimed bestseller, Tichy offers colourful and insightful best-practice examples from dozens of leaders gathered from decades of research and practical experience.*

*Proven principles for sustainable success, with new leadership insight PEAK is the popular, transformative guide to doing business better, written by a seasoned entrepreneur/CEO who has disrupted his favorite industry not once, but twice. Author Chip Conley, founder and former CEO of one of the world's largest boutique hotel companies, turned to psychologist Abraham Maslow's Hierarchy of Needs at a time when his company was in dire need. And years later, when the young founders of Airbnb asked him to help turn their start-up home sharing company into a world-class hospitality giant, Conley once again used the principles he'd developed in PEAK. In the decade since this book's first edition, Conley's PEAK strategy has been developed on six continents in organizations in virtually every industry. The author's foundational premise is that great leaders become amateur psychologists by understanding the unique needs of three key relationships—with employees, customers, and investors—and this message has resonated with every kind of leader and company including some of the world's best-known, from Apple to Facebook. Avid users of PEAK have found that the principles create greater loyalty and differentiation with their key stakeholders. This new second edition includes in-depth examples of real-world PEAK companies, including the author's own at Airbnb, and exclusive PEAK leadership practices that will take you—and your company's performance—to new heights.*

*Whether you're at a startup or a Fortune 500 company, at a for-profit, nonprofit, or governmental organization, this book can help you and your people reach potential you never realized you had. Understand how Maslow's hierarchy makes for winning business practices Learn how PEAK drove some of today's top businesses to success Help employees reach their full potential—and beyond Transform the customer experience and keep investors happy The PEAK framework succeeds because it elevates the business from the inside out. These same principles apply in the boardroom, the breakroom, the living room at home, and have proven to be the foundation of healthy, fulfilled lives. Even if you think you're doing great, you could always be doing better—and PEAK gives you a roadmap to the next level.*

*Peter Drucker's wide-ranging book, drawn from his best work, looks at management, the individual and society. He connects these themes of today's world with his usual clear-sighted and far-reaching style to create a work which encapsulates his essential and strongest writings in one volume.Under the three headings, Drucker covers aspects such as what the non-profits are teaching business and the information that executives need today. In his section on the individual he gives advice on knowing your own strengths and values, your time and, intriguingly, the second half of your life. The third part on society encompasses the coming of the entrepreneurial society and citizenship through the social sector.*

*Crossing the Chasm, 3rd EditionMarketing and Selling Disruptive Products to Mainstream CustomersHarperBusiness*

*The Revolutionary Book that Will Change the Way You Do Business*

*The Essential Drucker*

*How Pirates, Dreamers, and Innovators Create and Dominate Markets*

*Dealing with Darwin*

*Marketing and Selling Disruptive Products to Mainstream Customers*

*Direct From Dell*

*Living on the Fault Line, Revised Edition*

The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"— companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn't know we had. In Play Bigger, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. Crossing the Chasm revolutionized how we think about new products in an existing market. The Innovator's Dilemma taught us about disrupting an aging market. Now, Play Bigger is transforming business once again, showing us how to create the market itself.

Now the world's most famous marketer, Sergio Zyman, has teamed up with Scott Miller to present a brilliant and irascible take on e-marketing as it really is and how it's supposed to be. just as Zyman's best-selling The End of Marketing as We Know It signaled the end of traditional marketing-marketing as corporate ornamentation, somehow existing apart from the serious business practice of selling more people more stuff more often-Building Brandwidth takes on the myth that this cool, hip new technology needs cool, hip new marketing to make the sale. Marketing is marketing-building a brand online takes discipline and sweat, just as it does offline. Too many Internet start-ups are betting on irrelevant advertising and in-jokes to do magic-to create instant brand awareness, build traffic, develop commerce, and enable the brand to rise to the top. But "irreverent" too often means "irrelevant." Meanwhile, sales stagnate-or nosedive. Ever since the Internet bubble burst, Web companies live by the law-of-the-jungle rules of all companies. In this illuminating book you'll learn why:
• Building brandwidth isn't about being trendy. It's about closing the sale online and using some of the back-to-the principles of e-merchandising to do that.
• Everything you knew about mass marketing is over. Today, customization rules, and that means customer-ization rules.
• Customers don't care if your Web site has the coolest technology-they want to know how it can do something for them that they need or want and how it can do it differently than any other site.
• Creativity isn't about being obscure. Creativity means doing the hard work of communicating what your business can do that the competition can't.
• What applies to e-companies now applies to all companies. The new and old economies have fused into one hypercompetitive transformed economy. Building Brandwidth is the user's manual for anyone doing business on the Internet. This indispensable guide to making money and coming out on top will help you close the sale online in these fast-moving, make-or-break times when every e-commerce venture is desperately fighting to stay afloat.

At nineteen, Michael Dell started his company as a freshman at the University of Texas with \$1,000 and has since built an industry powerhouse. As Dell journeys through his childhood adventures, ups and downs, and mistakes made along the way, he reflects on invaluable lessons learned. Michael Dell's revolutionary insight has allowed him to persevere against all odds, and Direct from Dell contains valuable information for any business leader. His strategies will show you effective ways to grow your business and will help you save time on costly mistakes by following his direct model for success.

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting

When New Technologies Cause Great Firms to Fail

How Winning Companies Build Leaders at E

Marketing and Selling Technology Products to Mainstream Customers

Marketing Strategies from Silicon Valley's Cutting Edge

Applying Graph Thinking and Graph Technologies to Solve Complex Problems

How to Innovate with Minimum Viable Products and Rapid Customer Feedback

The Effective Executive

Over the last 25 years, Geoffrey Moore has established himself as one of the most influential high-tech advisors in the world. Once prompting Conan O'Brien to ask "Who is Geoffrey Moore and why is he more famous than me?" Following up on the ferociously innovative ESCAPE VELOCITY, which served as the basis for Moore's consulting work to such companies as Salesforce, Microsoft, and Intel, ZONE TO WIN serves as the companion playbook for his landmark guide, offering a practical manual to address the challenge large enterprises face when they seek to add a new line of business to their established portfolio. Focused on spurring next-generation growth, guiding mergers and acquisitions, and embracing disruption and innovation, ZONE TO WIN is a high-powered tool for driving your company above and beyond its limitations, its definitions of success, and ultimately, its competitors. 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. For any company, regardless of size or industry, ZONE TO WIN is the playbook for succeeding in today's disruptive, connected, fast-paced business world. Marc Benioff, CEO, Salesforce "Once again Geoffrey Moore weighs in with a prescient examination of what it takes to win in today's competitive, disruptive business environment." Satya Nadella, CEO, Microsoft "With this book, Geoffrey Moore continues to lead us all through ever-changing times...His work has changed the game of changing the game!" Gary Kovacs, CEO, AVG "ZONE TO WIN uses crystal-clear language to describe the management plays necessary to win in an ever-disrupting marketplace. Regardless of your level of management experience, you will find this book an invaluable tool for building long-term success for your business." Lip-Bu Tan, President and CEO, Cadence Design Systems

LONGLISTED FOR THE FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR "I often talk about the importance of trust when it comes to work: the trust of your employees and building trust with your customers. This book provides a blueprint for how to build and maintain that trust and connection in a digital environment." Eric S. Yuan, founder and CEO of Zoom A Harvard Business School professor and leading expert in virtual and global work provides remote workers and leaders with the best practices necessary to perform at the highest levels in their organizations. The rapid and unprecedented changes brought on by Covid-19 have accelerated the transition to remote working, requiring the wholesale migration of nearly entire companies to virtual work in just weeks, leaving managers and employees scrambling to adjust. This massive transition has forced companies to rapidly advance their digital footprint, using cloud, storage, cybersecurity, and device tools to accommodate their new remote workforce. Experiencing the benefits of remote working—including nonexistent commute times, lower operational costs, and a larger pool of global job applicants—many companies, including Twitter and Google, plan to permanently incorporate remote days or give employees the option to work from home full-time. But virtual work has its challenges. Employees feel lost, isolated, out of sync, and out of sight. They want to know how to build trust, maintain connections without in-person interactions, and a proper work/life balance. Managers want to know how to lead virtually, how to keep their teams motivated, what digital tools they'll need, and how to keep employees productive. Providing compelling, evidence-based answers to these and other pressing issues, Remote Work Revolution is essential for navigating the enduring challenges teams and managers face. Filled with specific actionable steps and interactive tools, this timely book will help team members deliver results previously out of reach. Following

Neeley's advice, employees will be able to break through routine norms to successfully use remote work to benefit themselves, their groups, and ultimately their organizations. Emphasizing the importance of seizing and holding marketing leadership during the "tornado" phase of market development, a strategy guide for high-tech companies and entrepreneurs analyzes the Technology Adoption Life Cycle In this, the second of Geoff Moore's classic three-part marketing series, Moore provides highly useful guidelines for moving products beyond early adopters and into the lucrative mainstream market. Updated for the HarperBusiness Essentials series with a new author's note. Once a product "crosses the chasm" it is faced with the "tornado," a make or break time period where mainstream customers determine whether the product takes off or falls flat. In Inside the Tornado, Moore details various marketing strategies that will teach marketers how reach these customers and how to take advantage of living inside the tornado in order to reap the benefits of mainstream adoption.

Predictably Irrational

A Resource Dependence Perspective

The External Control of Organizations

What They Say, Why They Matter, and How They Can Help You

What Really Influences Customers in the Age of (Nearly) Perfect Information

The Pragmatic Wisdom of Michael Stonebraker

An Investor's Guide to Picking Winners in High Technology

An upbeat cultural evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly. 150,000 first printing. Thousands of business books are published every year— Here are the best of the best After years of reading, evaluating, and selling business books, Jack Covert and Todd Starsten are among the most respected experts on the category. Now they have chosen and reviewed the business titles of all time—the ones that deliver the biggest payoff for today's busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in take their company from Good to Great. Many of the choices are surprising—you'll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch's memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children's books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the brilliant books worth their investment of time and money.

The Lean Product Playbook

The Gorilla Game, Revised Edition

Building Brandwidth

The Chasm Companion

The Leadership Engine

The Practitioner's Guide to Graph Data