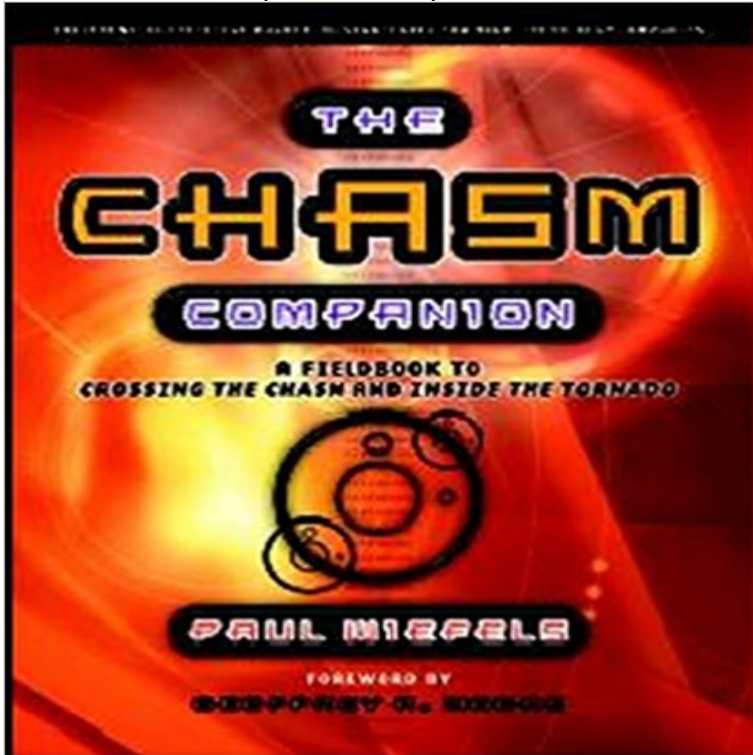


# The Chasm Companion: A Field Guide to Crossing the Chasm and Inside the Tornado (Revised)



The Chasm Group is one of the worlds leading high-tech consulting practices, headed by best selling author, Geoffrey Moore, whose books, Crossing the Chasm and Inside the Tornado are required reading for anyone venturing into the high-tech industry. Now Moores partner, Paul Wiefels, analyses and clarifies the ideas covered in these bestsellers with a step-by-step field guide organized around three major concepts: \* How high-tech market develop \* How to specify a winning market development strategy \* How to plan go-to-market programmes at different points in the life cycle. Wiefels back-to-basics approach presents a series of models, tools and frameworks that management teams can adapt to increase market share and create a sustainable platform for increasing shareholder value. The Chasm Companion reveals formulas drawn from real life that can be - and are being - used to stay on top in any economic climate.

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