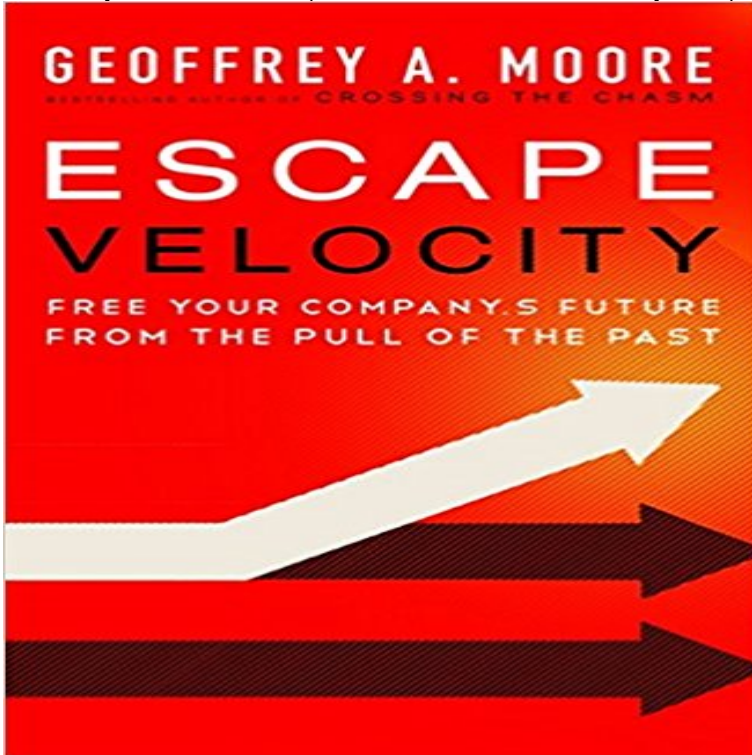


# Escape Velocity: Free Your Company's Future from the Pull of the Past



Read this book to learn how to create a company as powerful as Apple. Guy Kawasaki, former chief evangelist of Apple, says in *Escape Velocity* by Geoffrey A. Moore, author of the marketing masterwork *Crossing the Chasm*, teaches twenty-first century enterprises how to overcome the pull of the past and reorient their organizations to meet a new era of competition. The world's leading high-tech business strategist, Moore connects the dots between bold strategies and effective execution, with an action plan that elucidates the link between senior executives and every other branch of a company. For readers of Larry Bossidy's *Execution*, Clayton Christensen's *Innovator's Solution*, and Gary Vaynerchuk's *Crush It!*, and for anyone aiming for the pinnacle of business success, *Escape Velocity* is an irreplaceable roadmap to the top.

*Escape Velocity: Free Your Company's Future from the Pull of the Past* and over one million other books are available for Amazon Kindle. *Escape Velocity: Free Your Company's Future from the Pull of the Past* Hardcover € September 6, 2011. In *Escape Velocity* Geoffrey A. Moore, author of the marketing masterwork *Crossing the Chasm* *Escape Velocity: Free Your Company's Future from the Pull of the Past* *Escape Velocity* by Geoffrey Moore addresses the fundamental issue of driving deep innovation and value realization in your company not by some new silver bullet. *Escape Velocity: Free Your Company's Future from the Pull of the Past* *Escape Velocity: Free Your Company's Future from the Pull of the Past* (Hardcover-Download): : Geoffrey A. Moore, Rick Adamson, HarperAudio: *Escape Velocity: Free Your Company's Future from the Pull of the Past* *Escape Velocity: Free Your Company's Future from the Pull of the Past* eBook: Geoffrey A. Moore: : Kindle-Shop. *Escape Velocity: Free Your Company's Future from the Pull of the Past* The NOOK Book (eBook) of the *Escape Velocity: Free Your Company's Future from the Pull of the Past* by Geoffrey A. Moore at Barnes & Noble. *Escape Velocity: Free Your Company's Future from the Pull of the Past* is a book about freeing your company's future from the pull of the past, but we should ask ourselves right from the start, why should one believe? *Escape Velocity: Free Your Company's Future from the Pull of the Past* : *Escape Velocity: Free Your Company's Future from the Pull of the Past* (Audible Audio Edition): Geoffrey A. Moore, Rick Adamson, HarperAudio: *Escape Velocity: Free Your Company's Future from the Pull of the Past* Scopri *Escape*

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