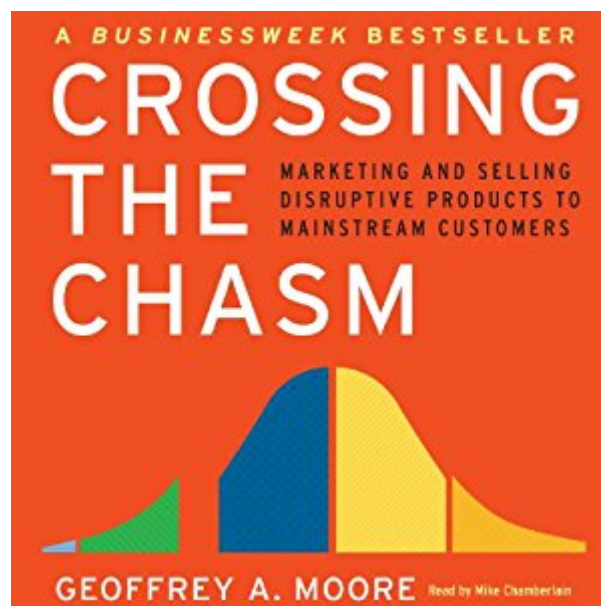




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Crossing The Chasm: Marketing And Selling Technology Projects To Mainstream Customers



Synopsis

Here is the best-selling 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.

Book Information

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Customer Reviews

I first read this book some years ago when I was building an early adopter product . It's concerns (going mainstream, appealing to pragmatic buyers) seemed remote and misplaced. Having been through the chasm I have grown to appreciate it's sound advice. What is necessary to achieve early product success is very different from enduring , mainstream success. Building a whole product solution is as important, if not moreso, than marketing a cutting edge subcomponent . Valuable Field guide to a difficult problem

I had heard of this book so many times during my MBA and startup days so I always wanted to read it. But because this book is so highly quoted, I had also read various summaries and articles written around it. Reading these gave me the feeling that I know enough of what this book is all about and so perhaps I can give it a skip. Turns out I was wrong. No matter how much you think you know it, this book is still a goldmine. In spite of knowing the basics of diffusion curve and the way innovation spreads, I still got to learn many new things. Just to highlight a few:- Why do products with better

features don't always end up winning the market?- What are the peculiarities of users in each segment of diffusion curve?- Difference between a sales driven and a market driven company and which one you should be?- The importance of hitting the right pain point and choosing the right niche

Certain not so good things about the book:- Most examples are bit dated as this book was written quite sometime ago so young folks might not have heard of these companies- Certain parts of the book specially the sales strategy seem to be applicable more to the B2B businesses and less for B2C type consumer internet businesses- Also certain portions of the book, specially the last chapter or so, seems like a little outdated in present context of 2013

Nonetheless, overall this book is a must recommend for all entrepreneurs, technology enthusiasts and product managers. It should be a part of your library as there will be times when you will have to look back and reference certain parts of it.

There are a number of great insights in this book, especially for engineers who are beginning to climb up out of their heavy technical world and want to have true and serious impact on the real world. I was a bit disappointed to see that the transformation to the online version appears to have at least one recurring defect. It looks like some symbol used in lists in the paper book does not translate properly into a symbol in the on-line version. What we see on the Kindle Reader on the iPad are lines starting with "535." It would be nice if there were some way to point out these defects to someone with an expectation of this copy automatically get updated at some point in time. Even with this annoyance, which caused me to downgrade the book by one star, the book is very readable and useful. I was also a bit surprised to see that the Kindle version of the book is slightly more expensive than the paper version, which makes no sense to me at all!

Well. I got the book because it was highly recommended to me. But as often I thought there was too many repetitions and at the same time, not enough interesting and practical knowledge. Basically the book says that you have different groups of user, the ones who dare to try new things, those who dare less, the sceptical etc... After 60 pages, I just couldn't get much more out of it, so I quit the book. Maybe it reveals something wonderful later. I wouldn't know. But I didn't like much the start as it could just have been written in an article. Regards. M

As an application engineer on the verge of making the transition to Product Line Management, this book has been very enlightening and insightful. While there are several marketing nuggets, I found the commentary detailing how to categorize prospective customers based upon their risk tolerance

very interesting. In an effort to come up to speed quickly, I've read several interesting books over the past several months but "Crossing the Chasm" inspired the most thought as its definitely a theoretical read with a nice mix of real-world marketing examples and company references.

This book was interesting and informative but became bogged down in complex examples some of which may apply much less in the early 21st century than when it was written. It would be really interesting for this book to be updated with the rapid developments of the second decade of this century. However the underlying themes and concerns in crossing the chasm remain as relevant as they were in the 1990's. I would read his book again If it were updated.

Vital knowledge for anyone who wants to understand how paradigm shift markets come into existence, especially if one needs to plan, build or market within them.

I like this book because it gave me confidence and guidelines on how effectively build and sell your product to more profitable market which is mainstream market. It helped to make a better plans to become profitable company.

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