



# Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers

By Geoffrey A. Moore

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- Sales Rank: #37116 in Books
- Published on: 2006-08
- Released on: 2006-07-25
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 7.95" h x .63" w x 5.35" l, .42 pounds
- Binding: Paperback
- 227 pages



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