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Inside the Tornado is a continuation and the message is right-on. When a product starts to take off and is able to cross the chasm, go wild with it and the company should do everything it can to dominate the market place. In other words, take advantage of the success and don't hold back by raising prices or slowing production.

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Moore, Geoffrey A. (1995, 1999) Inside the Tornado, Harper Business, New York, NY. A superb sequel to Crossing the Chasm that uses vivid, memorable metaphors like gorillas, chimps, bowling alleys, and tornados to drive home key

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born out of business experiences specific to the high-tech sector and, like much that is written by Americans, has a distinctly U.S.-centric point of view as well. At the same time, however, its lessons go far beyond the borders of any one industry or any one country.

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Inside the Tornado - Strategies for developing, leveraging and surviving hypergrowth markets. Geoffrey A. MOORE Collins Business essentials - 2005 In this, the second of Geoff Moore's

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BOOK SUMMARY 1 Geoffrey Moore 2.

What do you do when your company has a new technological product or service?

How do you introduce it to the market and target new customer segments?

How do you form strategic alliances in order to deliver on time?

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Inside the Tornado is the second in Geoffrey A. Moore's high growth technology business books and is the companion to Crossing the Chasm. Whereas Crossing the Chasm deals with the early market development and adoption problem of new technology innovation, Inside the Tornado deals

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with what happens once the

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Tornado teaches a startling lesson. As

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markets change, the very skills that you've just perfected become your biggest liabilities, and if you can't put them aside to acquire new ones you're in for tough times.

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Once a product "crosses the chasm" it is

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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 ...

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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

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