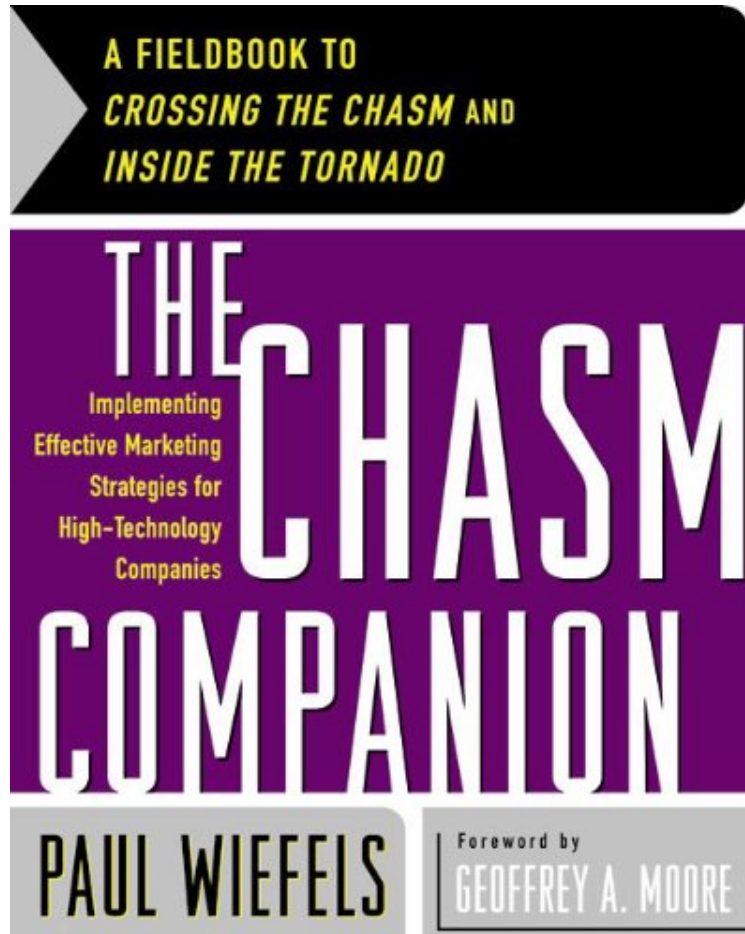


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The Chasm Companion: A Fieldbook to Crossing the Chasm and Inside the Tornado

Paul Wiefels

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Paul Wiefels : The Chasm Companion: A Fieldbook to Crossing the Chasm and Inside the Tornado before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Chasm Companion: A Fieldbook to Crossing the Chasm and Inside the Tornado:

11 of 12 people found the following review helpful. Tough Marketing Decisions Made Easier By A Customer Paul Wiefels has given a gift to marketing and technology executives by doing an extraordinarily difficult thing: adding yet more value to some of the most valuable marketing strategy books ever written (Geoffrey Moore's). For both readers and non-readers of Moore's books (Crossing the Chasm, Inside the Tornado, and others), The Chasm Companion is an immensely useful how-to guide to successfully marketing technology products and services. It provides thoughtful and provocative connective tissue between Moore's books for those who are already Chasm devotees, but doesn't rely on the reader already having familiarity with Moore for this book to be completely understandable and immediately actionable. The author's intimate experience with difficult technology marketing decisions saturates each chapter with

a pragmatic perspective often missing from consultant-authored books. The "field guide" format insures that theory consistently supports rather than trumps practice and execution. As a strategy consultant and former Fortune 100 marketing executive, I highly recommend reading *The Chasm Companion* before your competitors do. 2 of 2 people found the following review helpful. More academic, but still very useful
By Eric Kassan
The Chasm Companion is written in a more academic style than the books written by Geoffrey Moore, but it has new information. Most of it concerns the details of implementing the ideas introduced in the other books. This book does an excellent job of preparing for implementation with ample information on how to assess where in the Technology Adoption Life Cycle one is, to how to adopt an appropriate strategy, to how to take the strategy to market. One key new idea was the extension of the Gorilla-Chimp-Monkey paradigm to the King-Prince-Serf model which is similar but corresponds to the case where there is no technology architecture lock-in.
0 of 0 people found the following review helpful. great insight to marketing new technology
By ANONYMOUS
One of the pivotal books in helping with my first technology start-up. Crystallizes the concepts and principles about building new markets and identifying/profiling prospects in an emerging market for a new technology. Should be read before and in conjunction with "Inside the Tornado".

In *The Chasm Companion*, The Chasm Group's Paul Wiefels presents readers with a new analysis of the ideas introduced in bestselling author Geoffrey Moore's classic books, *Crossing the Chasm* and *Inside the Tornado*, and focuses on how to translate these ideas into actionable strategy and implementation programs. This step-by-step fieldbook is organized around three major concepts: how high-tech markets develop, creating market development strategy, and executing go-to-market programs based on the strategy.

.com Fans of Geoffrey Moore's *Crossing the Chasm* and *Inside the Tornado* will certainly be attracted to *The Chasm Companion*, a step-by-step manual by longtime Moore associate Paul Wiefels that lays out specific ways to apply his popular tech-oriented business principles in our fast-changing world. But even those who never warmed to the earlier works--which proposed a pragmatic path for successfully navigating the ever-moving environment of "disruptive technologies that force changes in both strategy and behavior"--could find this book appealing. Designing *The Chasm Companion* as a hands-on field guide, Wiefels opens by explaining six "inflection points" in high-tech market development (the Early Market, the Chasm, the Bowling Alley, the Tornado, Main Street, Total Assimilation) that he and Moore insist everyone must carefully watch and properly react to as internal and external conditions evolve. He then outlines models and tools developed in the consulting practice he co-founded with Moore that enable individual corporations to carefully craft relevant strategies that they can align correctly with the appropriate market phases defined earlier. Finally, he presents initiatives (strategy validation, whole product management, marketing communications planning, and field engagement strategy) to help these firms actually implement their plans. Graphics and sidebars help Wiefels drive his points home clearly. --Howard Rothman
From Booklist
Wiefels and partner Geoffrey Moore are cofounders of the Chasm Group, a Silicon Valley high-tech consulting firm. This is a guide to understanding and implementing the market-development strategies described in Moore's best-sellers *Inside the Tornado* (1995) and *Crossing the Chasm* (1999). The partners have developed a model called the technology adoption life cycle (TALC), which describes how communities of people adopt innovations and integrate them into mainstream life. The chasm phase is a product-development black hole, a period of time in which products that show promise are ignored by the public at large. Other stages described on the path to total assimilation by the culture are the bowling alley, the tornado, and Main Street. The book offers real-life management formulas for guiding high-tech innovations through these treacherous phases of development. Wiefels' experience in the field gives readers an edge in anticipating the pitfalls unique to each phase. His introduction to the TALC is clear and informative; the descriptions of market-development strategies are exhaustive and detailed. David Siegfried
Copyright copy; American Library Association. All rights reserved
From the Inside Flap
A practical guide to the marketing strategies that revolutionized Silicon Valley
The Chasm Group is one of the world's 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 Moore's 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.