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In Crossing the Chasm, Geoffrey A. Moore popularized the Technology Adoption Life Cycle, known elsewhere as the Product Adoption Curve or Innovation Adoption Curve. Contained in this useful model are terms you've heard but may not truly understand: innovators, early adopters, early majority, late majority, and laggards. Between the early market segments (innovators and early adopters) and the mainstream market segments (early and late majorities) lies The Chasm. Crossing the Chasm explains the perils of navigating the Technology Adoption Life Cycle and introducing a new high-tech product. Useful today as it was when it was originally written.

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