

Dealing With Darwin How Great Companies Innovate At Every Phase Of Their Evolution Geoffrey A Moore

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Crossing the Chasm was the technology marketers Bible in the 1990s. Dealing with Darwin deals brilliantly with the 21st Century realities of maturing and rapidly commoditising IT markets. Moore writes in a very engaging style and his invaluable insights are liberally sprinkled with real life examples.

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Overview. The Darwinian struggle of business keeps getting more brutal as competitive advantage gaps get narrower and narrower. Anything you invent today will soon be copied by someone else—probably better and cheaper. Many companies thrive during the early stages of their life cycle, only to fall slack during periods of inertia and die out while others surge ahead.

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Dealing with Darwin is decidedly a strategy book and is aimed at senior executives who set the innovation agenda for their businesses. In fact, its biggest contribution could be providing a compelling case and framework for the chief executive officer to set a highly focused and strategic course for innovation.

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Dealing with Darwin will help you understand your company's role in its market ecosystem; where your competitive advantage came from in the past and how it will change in the future; what kinds of differentiation will be most rewarded in your current marketplace; and how to transform your internal dynamics to overcome the inertia that threatens every bold innovation. Bestselling author Geoffrey Moore has consulted for dozens of major companies on this challenge of innovation versus inertia.

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About Dealing with Darwin. Geoffrey Moore is one of the most respected and bestselling names in business books. In his widely quoted Crossing the Chasm, he identified and addressed the greatest challenge facing new ventures. Now he's back with a book for established businesses that need to learn how to adapt—or suffer the slow declines into marginalized performance that have characterized so many Fortune 500 icons in recent years.

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