

## CROSSING THE CHASM BOOK

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[Crossing The Chasm - A Quick Summary \(With Examples\)](#)  
In his book Crossing The Chasm, Moore helps you figure out how to get past the chasm or avoid it in the first place. Here s my notes and takeaways from the book, a Summary of Crossing The Chasm. What is The Chasm? The Chasm is just another way to describe a common phenomenon.  
[Crossing the Chasm - Wikipedia](#)  
In Crossing the Chasm, Moore begins with the diffusion of innovations theory from Everett Rogers, and argues there is a chasm between the early adopters of the product (the technology enthusiasts and visionaries) and the early majority (the pragmatists).  
[Crossing the Chasm, 3rd Edition - Geoffrey A. Moore - E-book](#)  
In Crossing the Chasm, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle which begins with innovators and moves to early adopters, early majority, late majority, and laggards there is a vast chasm between the early adopters and the early majority. While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know that  
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[Crossing The Chasm Summary - Four Minute Books](#)  
1-Sentence-Summary: Crossing The Chasm gives high tech startups a marketing blueprint; in order to make their product get the initial traction it needs to eventually reach the majority of the market and not die in the chasm between early adopters and pragmatists. Guess the year this book was  
[Crossing the Chasm Marketing and Selling High-Tech](#)  
...

Crossing the Chasm was written in 1990 and published in 1991. Originally forecast to sell 5,000 copies, it has over a seven year period in the market sold more than 175,000. In high-tech marketing, we call this an upside miss. The appeal of the book, I believe, is that it puts a vocabulary to a market development problem that has given untold grief to any number of high-tech enterprises.