

Escape Velocity: Free Your Company's Future from the Pull of the Past

By Geoffrey A. Moore

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“Readthis book to learn how to create a company as powerful as Apple.”—Guy Kawasaki,former chief evangelist of Apple

In*Escape Velocity* Geoffrey A. Moore, author of the marketing masterwork *Crossingthe Chasm*, teaches twenty-first century enterprises how to overcome thepull of the past and reorient their organizations to meet a new era ofcompetition. The world’s leading high-tech business strategist, Moore connectsthe dots between bold strategies and effective execution, with an action planthat elucidates the link between senior executives and every other branch of acompany. For readers of Larry Bossidy’s *Execution*,Clay Christensen’s *Innovator’s Solution*, and Gary Vaynerchuck’s*Crush It!*, and for anyone aiming for the pinnacle of business success, *EscapeVelocity* is an irreplaceable roadmap to the top.

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Editorial Review

Review
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“A pragmatic framework to help mature enterprises escape the pull of their pasts and embrace the new reality of work.” (John Chen, CEO, Sybase)

From the Inside Flap
From the world's leading high-tech strategist comes the definitive road map to help established companies create next-generation growth.

Geoffrey Moore's now classic Crossing the Chasm became a must-read book by presenting an innovative frame work to address the make or break obstacle facing all high tech companies: how to gain market share from early adopters and from mainstream consumers.

Based on twenty years' experience advising the top leaders of many of the world's most successful entereprises. Moore's Escape Velocity offers a pragmatic plan to engage the most critical challenge that established enterprises face in the twenty-first-century economy: how to move beyond past success and drive next-generation growth from new lines of business.

As he worked with senior management teams, Moore repeatedly found that executives were trapped by short-term performance-based compensation schemes. The result was critical decision-makers overweighting their legacy commitments, an embarassingly low success rate in new-product launches, and widespread failure to sustain any kind of next-generation business at scale.

In Escape Velocity, Moore presents a cogent strategy for generating future growth within an established enterprise. Organized a hierarchy of powers--category power, company power, market power, offer power and execution power--this insightful work shows how each level of power can be orchestrated to achieve overall success. Moore explains

- how to use mergers and acquisitionsas well as organic innovation to systematically migrate an enterprise's portfolio out of lower-growth and into higher-growth categories;
- how to reallocate resources across an enterprise in deliberately asymmetrical ways to create a powerful and sustainable foundation for long-term competitive advantage;
- how to leverage target-market initiatives as accelerants to growth and as stepping-stones to broad overall category success;
- how to create unmatchable offerings by being swift to neutralize competitors' innovations and laser-focused on driving in-house innovations to make a business imperious to competitors;
- how to fundamentally change the execution cadence of an organizations, pushing change from innovation to broad deployment, creating an irreversible tipping point along the way.

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From the Back Cover
Advance Praise for Escape Velocity

"Insight and wisdom for every student of business."

-George Conrades, chairman, Akamai

"Geoffrey Moore delivers the practical playbook and tools to help your enterprise change trajectory, increase performance, and break through the status quo."

-Robert Beauchamp, chairman and CEO, BMC Software

"Get ready for another instant management classic from Geoffrey Moore. Sybase has applied his hierarchy of powers framework to help reinvigorate mature businesses and win in new categories. We've found it both practical and effective."

-John Chen, CEO, Sybase

"Escape Velocity resets the bar for management-strategy texts. Think Michael Porter meets Peter Drucker. This book is a game changer."

-Rob Tarkoff, executive vice president, Adobe

"Read this book to learn how to create a company as powerful as Apple. Geoffrey shows that Moore is more: about more clear thinking, more alignment with customers, and more go-to-market goodness. If you don't read this, don't blame Geoffrey or me if you crash and burn."

-Guy Kawasaki, author and former chief evangelist of Apple

"A pragmatic framework to help mature enterprises escape the pull of their pasts and embrace the new reality of work."

-Frank D'Souza, CEO, Cognizant

Users Review

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Elias Rosser:

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