

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

By Geoffrey A. Moore

Download now

Read Online

Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore

“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.

Download Escape Velocity: Free Your Company's Future f ...pdf

Read Online Escape Velocity: Free Your Company's Future ...pdf

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

By Geoffrey A. Moore

Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore

“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.

Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore Bibliography

- Sales Rank: #103256 in Books
- Brand: imusti
- Published on: 2011-10-05
- Released on: 2011-09-06
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .85" w x 6.00" l, .95 pounds
- Binding: Hardcover
- 240 pages

Download Escape Velocity: Free Your Company's Future f ...pdf

Read Online Escape Velocity: Free Your Company's Future ...pdf

Download and Read Free Online Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore

Editorial Review

Review
"Read this book to learn how to create a company as powerful as Apple."--Guy Kawasaki, 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.” (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.

Escape Velocity Copyright 2011 by Geoffrey A. Moore. All rights reserved. Printed in the United States of

America. No part of this book may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews. For information, address HarperCollins Publishers 10 East 53rd Street, New York, NY 10022

HarperCollins books may be purchased for educational business, or sales promotional use. For information, please write: Special Markets Department, HarperCollins Publishers, 10 East 53rd Street, New York, NY 10022

First Edition

Library of Congress Cataloging-in-Publication Data has been applied for.

ISBN: 978-0-06-204089-3

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

From reader reviews:

Katie Martinez:

Now a day individuals who Living in the era exactly where everything reachable by talk with the internet and the resources included can be true or not call for people to be aware of each information they get. How a lot more to be smart in receiving any information nowadays? Of course the reply is reading a book. Examining a book can help persons out of this uncertainty Information specially this Escape Velocity: Free Your Company's Future from the Pull of the Past book because this book offers you rich info and knowledge. Of course the info in this book hundred per-cent guarantees there is no doubt in it you probably know this.

Theodore Pritchard:

Would you one of the book lovers? If so, do you ever feeling doubt when you find yourself in the book store? Try and pick one book that you never know the inside because don't assess book by its cover may doesn't work the following is difficult job because you are afraid that the inside maybe not while fantastic as in the outside search likes. Maybe you answer could be Escape Velocity: Free Your Company's Future from the Pull of the Past why because the fantastic cover that make you consider about the content will not disappoint you actually. The inside or content is actually fantastic as the outside or perhaps cover. Your reading 6th sense will directly direct you to pick up this book.

Johnny Harper:

In this time globalization it is important to someone to acquire information. The information will make anyone to understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of recommendations to get information example: internet, paper, book, and soon. You can see that now, a lot of publisher which print many kinds of book. Often the book that recommended to you is Escape Velocity: Free Your Company's Future from the Pull of the Past this book consist a lot of the information of the condition of this world now. That book was represented how can the world has grown up. The vocabulary styles that writer use for explain it is easy to understand. The actual writer made some investigation when he makes this book. This is why this book appropriate all of you.

Thomas Dacosta:

That e-book can make you to feel relax. This book Escape Velocity: Free Your Company's Future from the Pull of the Past was multi-colored and of course has pictures on the website. As we know that book Escape Velocity: Free Your Company's Future from the Pull of the Past has many kinds or genre. Start from kids until youngsters. For example Naruto or Investigator Conan you can read and believe you are the character on there. Therefore not at all of book tend to be make you bored, any it can make you feel happy, fun and relax. Try to choose the best book for you personally and try to like reading this.

Download and Read Online Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore #M9KEH5Q7NTC

Read Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore for online ebook

Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore books to read online.

Online Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore ebook PDF download

Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore Doc

Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore Mobipocket

Escape Velocity: Free Your Company's Future from the Pull of the Past By Geoffrey A. Moore EPub