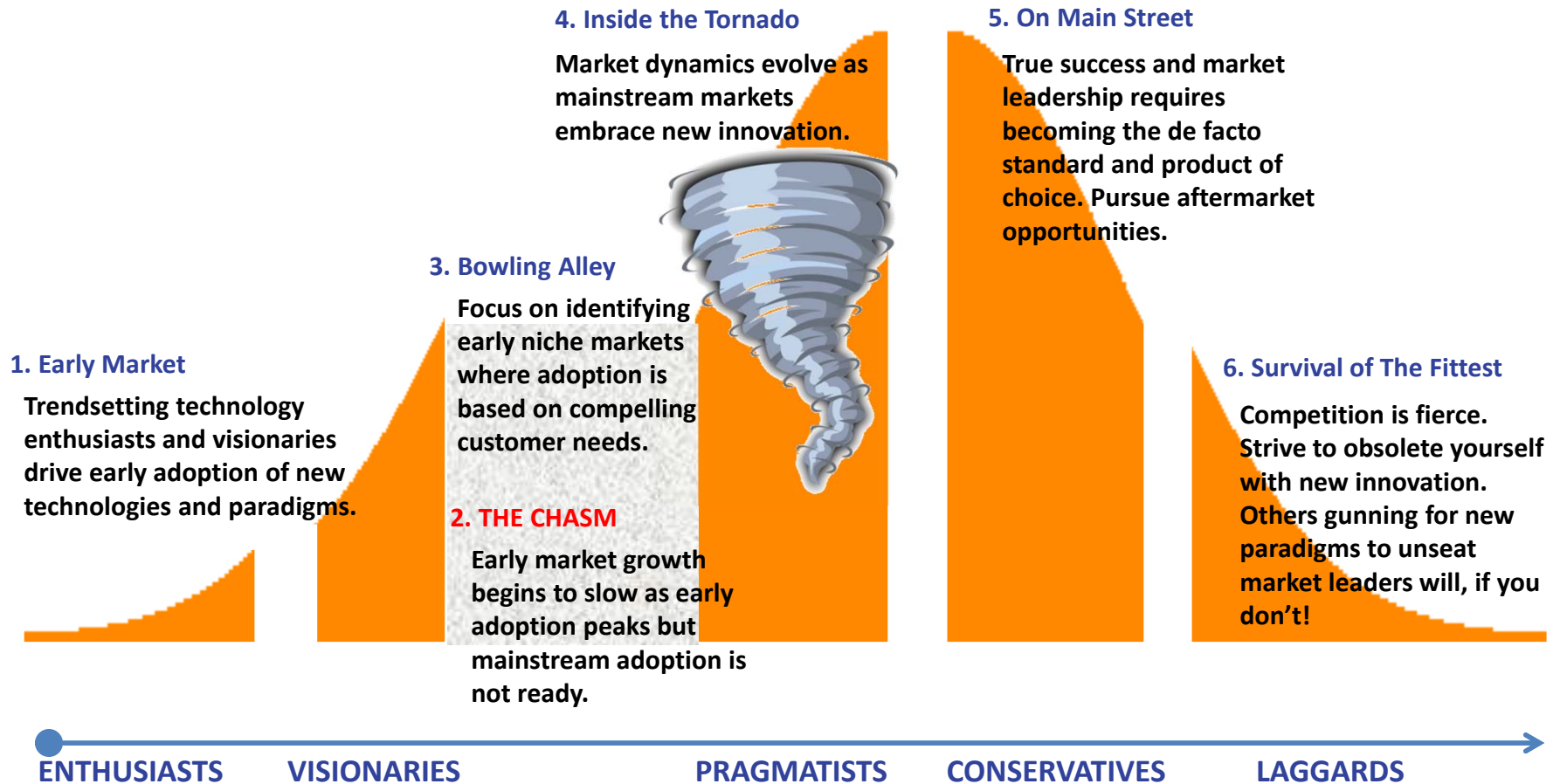


# Crossing The Chasm



The journey from product launch to adoption and sustained growth for successfully launched disruptive technology products.

Based on: Geoffrey Moore, Inside The Tornado, Harper Business, 1995