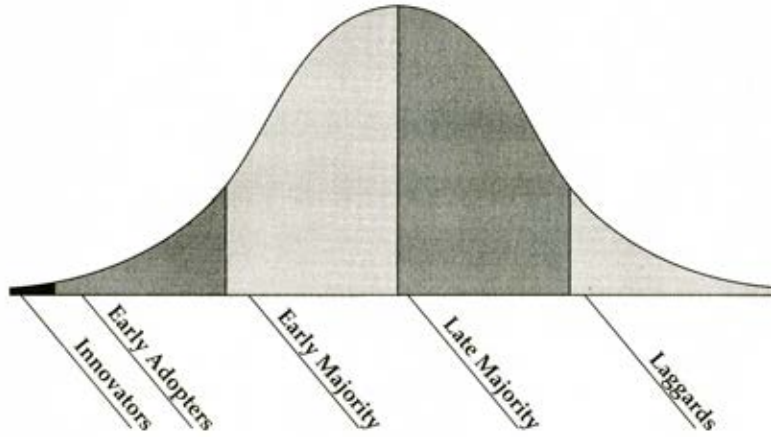


# CROSSING THE CHASM

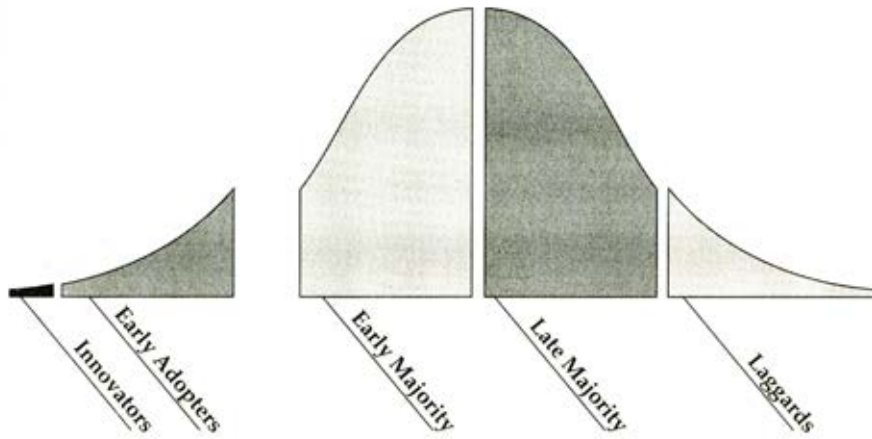
MARKETING AND SELLING  
DISRUPTIVE PRODUCTS TO  
MAINSTREAM CUSTOMERS

GEOFFREY A. MOORE

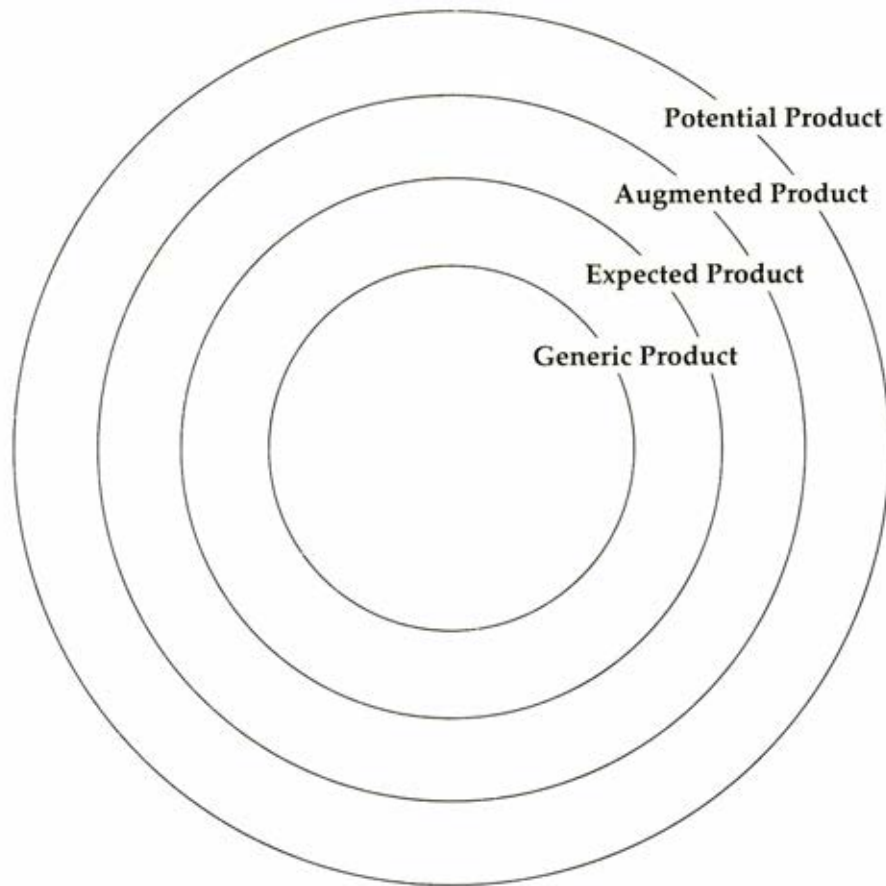
### Technology Adoption Life Cycle



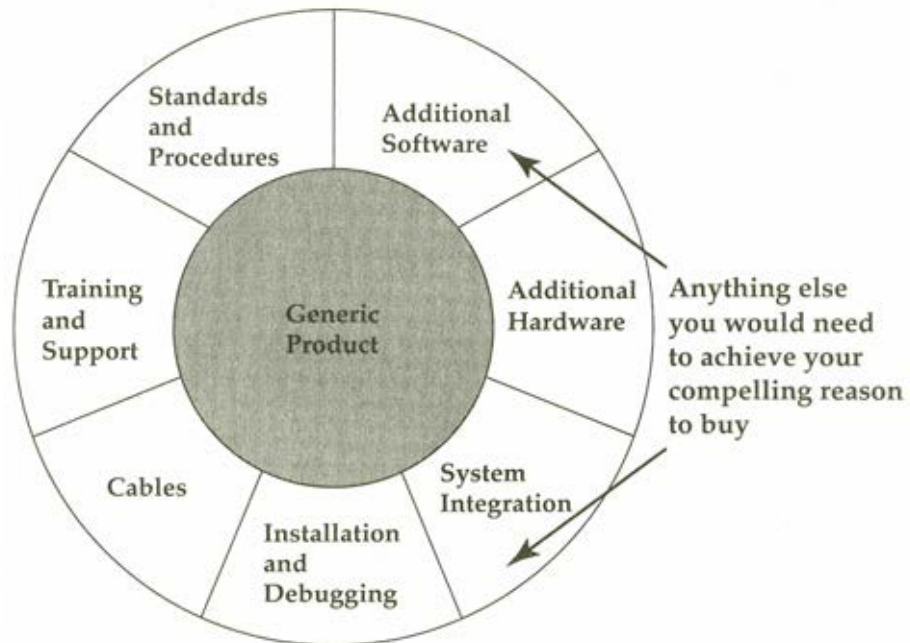
### The Revised Technology Adoption Life Cycle



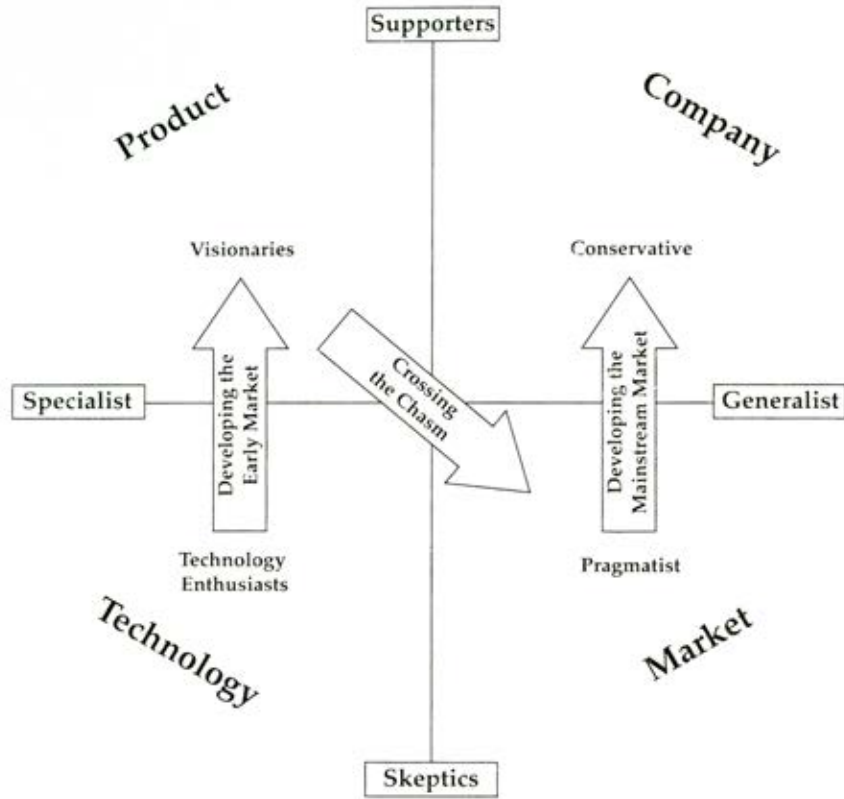
## The Whole Product Model



## The Simplified Whole Product Model



## The Competitive-Positioning Compass



## Positioning: The Evidence

