

Crossing The Chasm Marketing And Selling Technology Projects To Mainstream Customers

Crossing The Chasm Marketing And Selling Technology Projects To Mainstream Customers **FREE** *crossing the chasm marketing and selling technology projects to mainstream customers*

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Targeting innovation and implications for capability

1 Introduction Since the Palaeolithic period Curwin 1954 some but not all human societies formed enterprises that created new or improved artefacts devised

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