



The Chasm Companion: Implementing Effective Marketing Strategies for High-Technology Companies

Paul Wiefels

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In *The Chasm Companion*, The Chasm Group's Paul Wiefels presents readers with a new analysis of the ideas introduced in bestselling author Geoffrey Moore's classic books, *Crossing the Chasm* and *Inside the Tornado*, and focuses on how to translate these ideas into actionable strategy and implementation programs. This step-by-step fieldbook is organized around three major concepts: how high-tech markets develop, creating market development strategy, and executing go-to-market programs based on the strategy.

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