



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

Geoffrey A. Moore

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“Read this 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 *Crossing the Chasm*, teaches twenty-first century enterprises how to overcome the pull of the past and reorient their organizations to meet a new era of competition. The world's leading high-tech business strategist, Moore connects the dots between bold strategies and effective execution, with an action plan that elucidates the link between senior executives and every other branch of a company. For readers of Larry Bossidy's *Execution*, Clay Christensen's *Innovator's Solution*, and Gary Vaynerchuk's *Crush It!*, and for anyone aiming for the pinnacle of business success, *Escape Velocity* is an irreplaceable roadmap to the top.

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