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Geoffrey A. Moore is the author of Escape Velocity, Inside the Tornado, and Living on the Fault Line. More about Geoffrey A. Moore

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Geoffrey Moore (born 1946) is an American organizational theorist, management consultant and author, known for his work Crossing the Chasm marketing and selling

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Crossing the Chasm by Geoffrey A Moore: The Gorilla Game combines the methodology Moore introduced in Crossing the Chasm and Inside the Tornado, with Johnson's

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Jan 11, 2014 Managing Director, Geoffrey Moore Consulting Venture Partner, Mohr Davidow Ventures Chairman Emeritus, TCG Advisors, The Chasm Institute and The Chasm

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