



Living on the Fault Line: Managing for Shareholder Value in the Age of the Internet

By Geoffrey A. Moore

John Wiley and Sons Ltd, United Kingdom, 2008. Paperback. Book Condition: New. 1. Auflage. 230 x 154 mm. Language: English . Brand New Book. Living on the Fault Line is the long awaited new book from Geoffrey Moore, author of Crossing the Chasm and Inside the Tornado, two bestselling works that have helped guide the high-tech revolution. Moore focuses on the most important business question for the early twenty-first century: the age of the Internet. How can companies living on the fault line of rapid, disruptive, technological change be managed successfully? -Old management truths are dead - Twentieth century business models must be replaced - The revolution is changing every aspect of business - Blue chip companies are under direct assault from new companies that nobody had even heard of last year Living on the Fault Line will reset the management agenda in the age of the Internet and is essential reading for all companies both old and new. Simultaneous publication with HarperCollins US release Guaranteed Business Book of the Month slots with key retailers Major PR coverage across the media including FT, The Times, Telegraph, Guardian, Observer Massive direct mail promotion to leading FT 500 multinationals Crossing the Chasm...



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