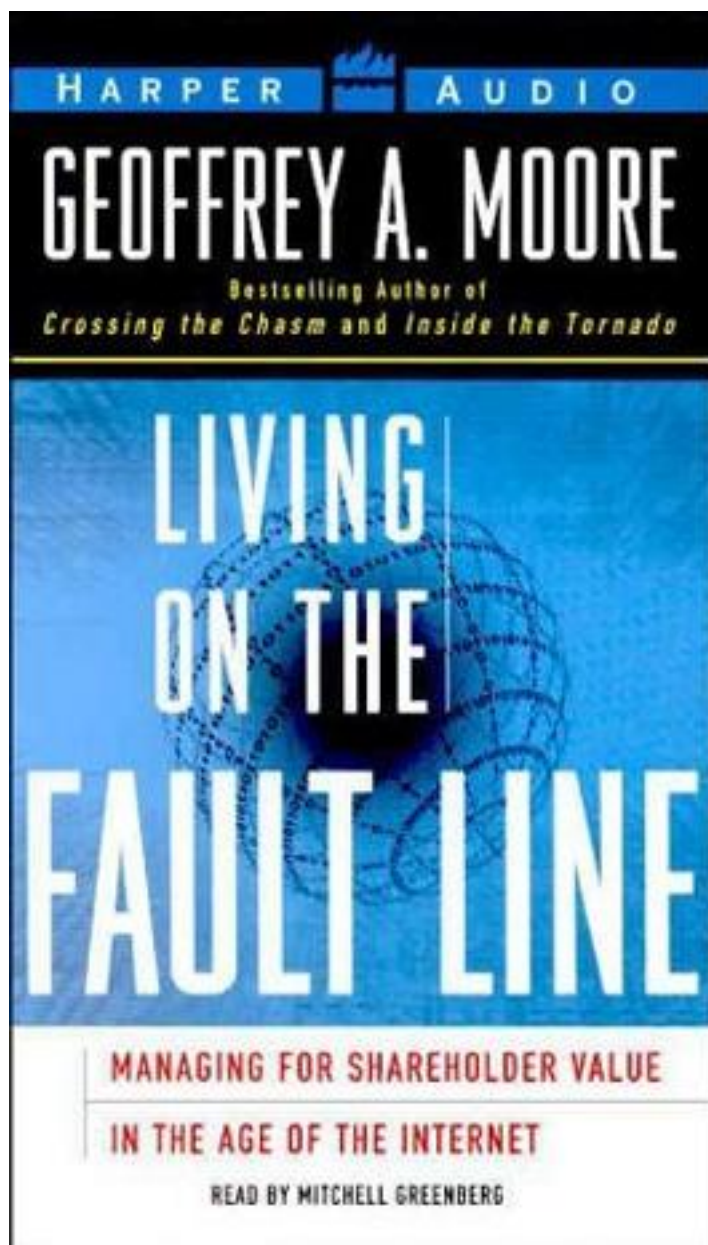


Living on the Fault Line



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The Fault Line - that dangerous, unstable seam in the economy where the Internet and other powerful innovations meet and create market-shattering tremors. Every company lives on it; no manager can control it. Everyone must learn to deal with it.

Now, Geoffrey Moore, author of *The Gorilla Game* and *Inside the Tornado*, two bestselling works that helped guide the high-tech revolution, explores the new management paradigms that will guide business in the 21st century, showing them how to survive and thrive on the fault line.

Moore turns his attention to the most important question for business in the early 21st century: How can companies that rose to prominence prior to the age of the Internet manage for shareholder value now that the Internet is upon us? The old management truths are dead. The dot.coms are overturning established relationships, reengineering markets, and attacking long-standing institutions. What should management do when it is under direct assault from companies no one had ever heard of even a few years ago? He prescribes a new agenda for management teams that include:

- New strategies for achieving and sustaining competitive advantage
- New metrics to keep management teams on course with these strategies
- A specific blueprint for how the blue chip companies can meet the challenge of the dot.coms
- Models of organizational change for each stage of market development
- The crucial role of declaring a culture to enable swift response to global change

In *Living on the Fault Line*, Moore once again offers a brilliant set of navigational tools to help meet today's defining management challenge - managing for shareholder value in the Age of the Internet.

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