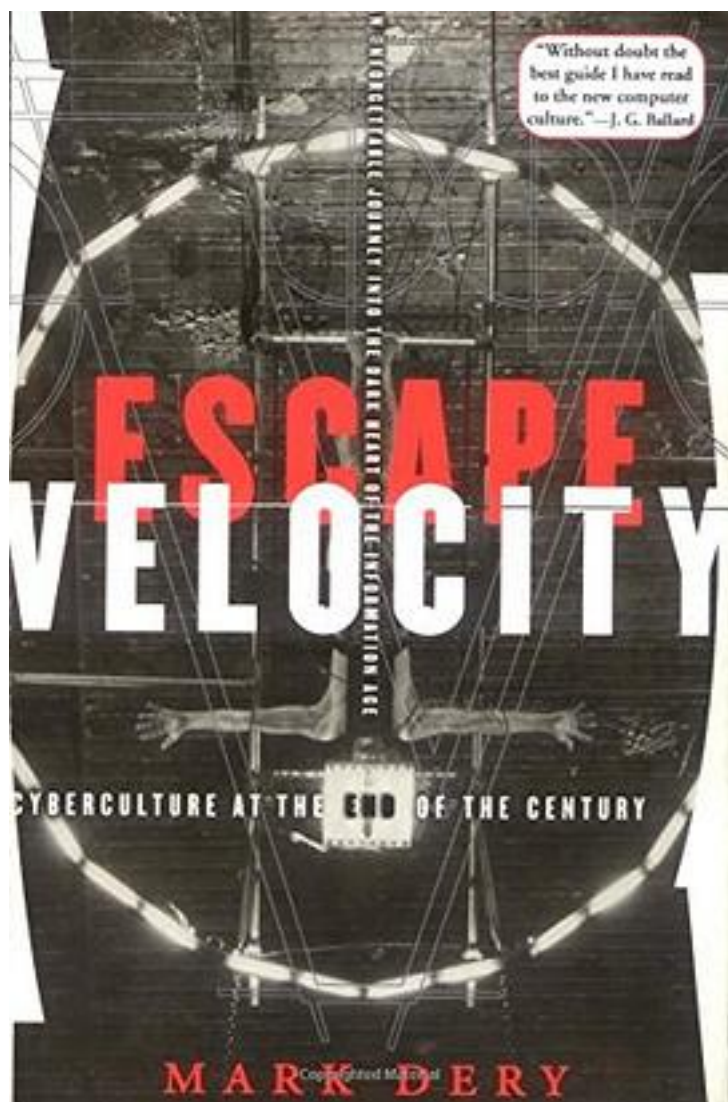


Escape Velocity



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著者:Moore, Geoffrey A.

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In "Escape Velocity", Geoffrey A. Moore addresses the central dilemma established firms face: how to continue to harvest past success while driving the organization, its people and its processes, toward future growth and opportunities. Moore shows that winning results depend on sorting out the interplay of five distinct domains, which constitute what he refers to as a "hierarchy of powers": category, company, market, offer, and execution. Bring these five powers together in a collaborative, integrated fashion, Moore argues, and you will have a set of tools to bridge the gap between strategy and execution and successfully launch innovative ideas and new businesses. Offering a wealth of case studies to illustrate these points, "Escape Velocity" is the culmination of Moore's 25-plus year career as a consultant, entrepreneur, and venture capitalist. Bold, innovative, and smart, "Escape Velocity" is a long-overdue call-to-action for companies large and small.

作者介绍:

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标签

创新

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过期的人体

杂家

评论

思路无比正确，理论还是有些深，对于这个篇幅的书信息量有点过大。看着其中的一些内容正在身边发生并发挥效果，多少有点正在见证奇迹的意思。

赞叹Geoffrey的执着，在DOI的基础上做了这么多有意义的工作，确实受益匪浅！

很不错的书，建立了整个分析框架；如果我是CEO的话，一定反复细读。

确实好书, 一部管理工具书大全

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书评

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