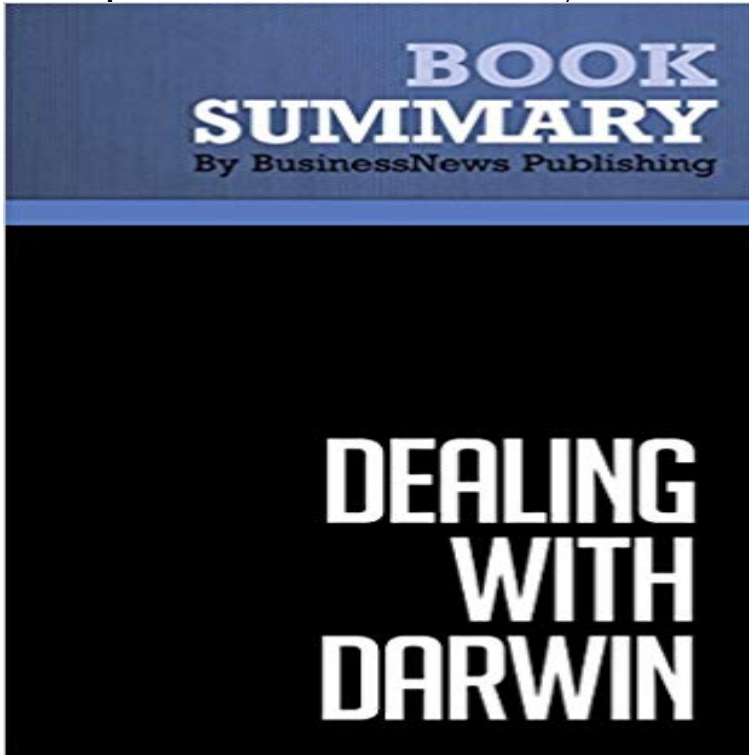


Summary: Dealing With Darwin - Geoffrey Moore: How Great Companies Innovate at Every Phase of Their Evolution



Complete summary of Geoffrey Moore's book: Dealing With Darwin: How Great Companies Innovate at Every Phase of Their Evolution. This summary of the ideas from Geoffrey Moore's book Dealing With Darwin shows that in just the same way as a Darwinian battle for the survival of the fittest occurs in the natural world, a similar kind of phenomena often arises within the marketplace. In fact, to survive and prosper, companies need to keep innovating all the time to retain a competitive advantage. The precise nature of the types of innovations which will generate the greatest returns varies as the marketplace itself changes and evolves in this way: 1) In the early stages of a new market, product leadership style innovations are highly valued. 2) Once a market reaches maturity, innovations centered around operational excellence or customer intimacy take center stage. 3) In a declining market, competitive advantage is achieved using category renewal innovations. This summary explains how companies should behave to answer these changes. Added-value of this summary: Save time Understand the key concepts Increase your business knowledge To learn more, read Dealing With Darwin and find out why you should innovate to survive in the marketplace.

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