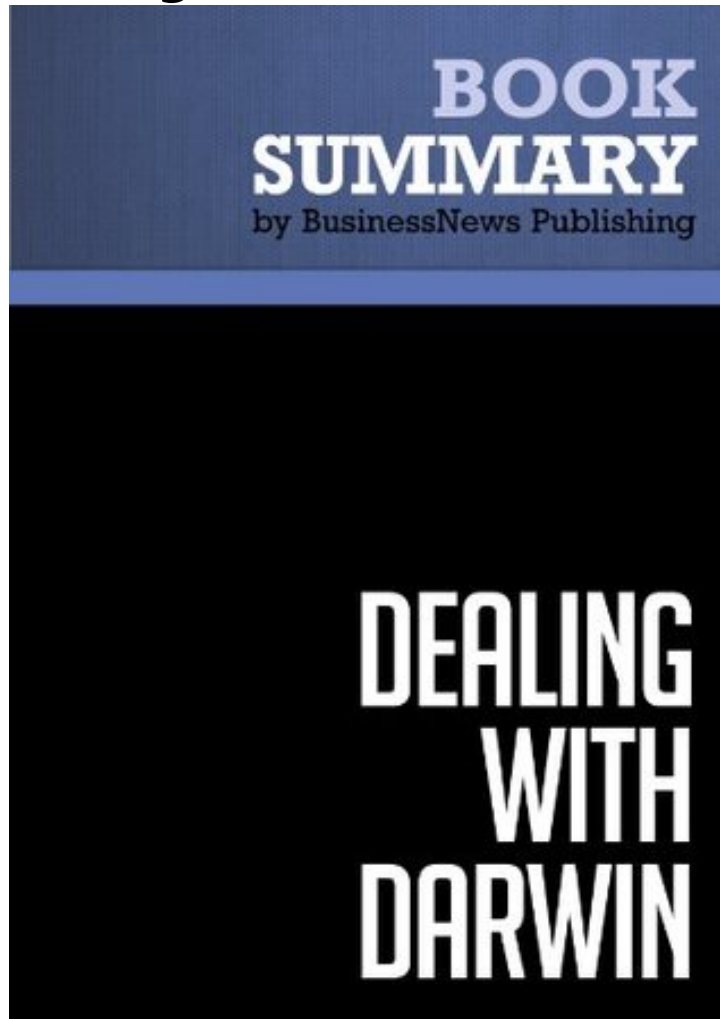


# Summary: Dealing With Darwin - Geoffrey Moore



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This work offers a summary of the book "DEALING WITH DARWIN: How Great Companies Innovate at Every Phase of Their Evolution by Geoffrey Moore". 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. 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: • In the early stages of a new market, product leadership style innovations are highly valued. • Once a market reaches maturity, innovations centered around operational excellence or customer intimacy take center stage. • In a declining market, competitive advantage is achieved using category renewal innovations. Geoffrey Moore explains how companies should behave to answer these changes. DEALING WITH DARWIN THE SUMMARY IN BRIEF Business is becoming increasingly competitive — globalization, deregula-. DEALING WITH DARWIN by Geoffrey A. Moore Dealing With Darwin: How great companies innovate at every phase of their evolution is reviewed by Alistair Schofield, Managing Director, Extensor Limited. Summary: Dealing with Darwin: Review and Analysis of Moore's Book eBook: BusinessNews Publishing: Amazon.co.uk: Kindle Store Review the key ideas in the book Dealing with Darwin by Geoffrey Moore in a condensed Soundview Executive Book Summary

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