



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

By -

Book Condition: New. Ships From Canada. New in new dust jacket. Sewn binding. Cloth over boards. With dust jacket. 288 p. Contains: Illustrations. Audience: General/trade. Book Description 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 Crossing the Chasm and Inside the Tornado, two bestselling works that helped guide the high-tech revolution, explores the new management paradigms that will guide businesses in the twenty-first century, showing them how to survive and thrive on the fault line. In this long-awaited new book, Moore turns his attention to the most important question for businesses: 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. Business models t.



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