

Zone to Win: Organizing to Compete in an Age of Disruption

By Geoffrey A. Moore

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Over the last 25 years, Geoffrey Moore has established himself as one of the most influential high-tech advisors in the world?once prompting Conan O'Brien to ask "Who is Geoffrey Moore and why is he more famous than me?"

Following up on the ferociously innovative *ESCAPE VELOCITY*, which served as the basis for Moore's consulting work to such companies as Salesforce, Microsoft, and Intel, *ZONE TO WIN* serves as the companion playbook for his landmark guide, offering a practical manual to address the challenge large enterprises face when they seek to add a new line of business to their established portfolio. Focused on spurring next-generation growth, guiding mergers and acquisitions, and embracing disruption and innovation, *ZONE TO WIN* is a high-powered tool for driving your company above and beyond its limitations, its definitions of success, and ultimately, its competitors.

Moore's classic bestseller, *CROSSING THE CHASM*, has sold more than one million copies by addressing the challenges faced by start-up companies. Now *ZONE TO WIN* is set to guide established enterprises through the same journey.

"For any company, regardless of size or industry, *ZONE TO WIN* is the playbook for succeeding in today's disruptive, connected, fast-paced business world." ?Marc Benioff, CEO, Salesforce

"Once again Geoffrey Moore weighs in with a prescient examination of what it takes to win in today's competitive, disruptive business environment." ?Satya Nadella, CEO, Microsoft

"With this book, Geoffrey Moore continues to lead us all through ever-changing times...His work has changed the game of changing the game!" ?Gary Kovacs, CEO, AVG

“ZONE TO WIN uses crystal-clear language to describe the management plays necessary to win in an ever-disrupting marketplace. Regardless of your level of management experience, you will find this book an invaluable tool for building long-term success for your business.” ?Lip-Bu Tan, President and CEO, Cadence Design Systems

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Zone to Win: Organizing to Compete in an Age of Disruption By Geoffrey A. Moore Bibliography

- Sales Rank: #35740 in Books
- Published on: 2015-11-03
- Released on: 2015-11-03
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .37" w x 5.51" l, .46 pounds
- Binding: Paperback
- 174 pages

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Editorial Review

Review

"For any company, regardless of size or industry, Zone to Win is the playbook for succeeding in today's disruptive, connected, fast-paced business world."?Marc Benioff, CEO, Salesforce"[ZONE TO WIN creates] a fresh way of looking at companies with large portfolios. [It provides] a practical way to measure different business lines based on different yet equally important criteria. In the end they help keep the focus on innovation, which is the ultimate goal."?Michael DeCesare, CEO, Forescout

"With this book, Geoffrey Moore continues to lead us all through ever-changing times. He not only inspires, he creates a new sense of possibility by providing the frameworks, tools, and lingua-franca we need to organize and manage our products and our company. His work has changed the game of changing the game!"?Gary Kovacs, CEO, AVG

"Once again Geoffrey Moore weighs in with a prescient examination of what it takes to win in today's competitive, disruptive business environment. Zone to Win is a valuable playbook for prioritizing and allocating resources with the aim of exceptionally high growth."?Satya Nadella, CEO, Microsoft

"Whether you are looking to catch the next wave or keep it from catching you, you must read this book!"?Dominic Orr, CEO, Aruba Networks

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"I consider Geoffrey a friend, colleague, but most of all, someone to challenge my thinking. His name is synonymous with innovation, and with ZONE TO WIN he has done it again: inspiring us to rethink the fundamental relationship between technology disruption, business strategy and how to look across a portfolio and come to sound execution plans. This is a must-read for leaders everywhere who are continually challenged to turn unpredictable change into business opportunity."?Pat Gelsinger, CEO, VMware

"ZONE TO WIN helped my team and I frame the transition from an early start-up to a real player in the global landscape. Geoffrey places your urgent priorities into a clear context that helps you make the right tradeoffs at the right time!" ?Rob Tarkoff, CEO, Lithium

"We are indeed living in a world of unprecedented pace and disruption and ZONE TO WIN: ORGANIZING TO COMPETE IN AN AGE OF DISRUPTION is a must-read for the senior management team before any management retreat in advance of the strategic planning cycle."?George Conrades, Chairman, Akamai Technologies

"Geoffrey has done it again with ZONE TO WIN by developing a clear playbook on how to manage the inherent conflict between driving near-term revenue and investing in future opportunity. It is a must-read for any technology CEO who is balancing where to play offense or defense."?Steve Smith, CEO, Equinix

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