



Summary: Dealing with Darwin: Review and Analysis of Moore's Book

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The must-read summary of Geoffrey Moore's book: "Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution".

This complete 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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