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Syllabus ENTRE 455 / MKTG 455, Autumn Quarter 2018

2 Crossing the Chasm, 3rd Edition Marketing & Selling Disruptive Products to Mainstream Customers Moore, Geoffrey A, Harper Business, ISBN: 9780062292988 3 Videos online at Udacitycom (sign up for a free account) Course Overview Marketing in a startup is challenging — not only

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For the reporter, the CEO could cite the To Err is Human and Crossing the Quality Chasm reports and explain how the six IOM aims for improvement are designed to rectify the findings of this report The CEO could also summarize the four levels of the healthcare system and how a new patient-centered paradigm is emerging in healthcare

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Six Steps Towards Product Positioning Success

In the book "Crossing the Chasm", Geoffrey Moore¹ recommends using the following ¹Geoffrey A Moore, Crossing the Chasm, 3rd Edition:

Marketing and Selling Disruptive Products to Mainstream Consumers (New York, HarperBusiness, 2014) ²Matt Wilkinson, Hidden Needs in the

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- Kim, W Chan and Mauborgne, Renée, Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Press, revised 2015
- Moore, Geoffrey A, Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers, Harper Business, 2014