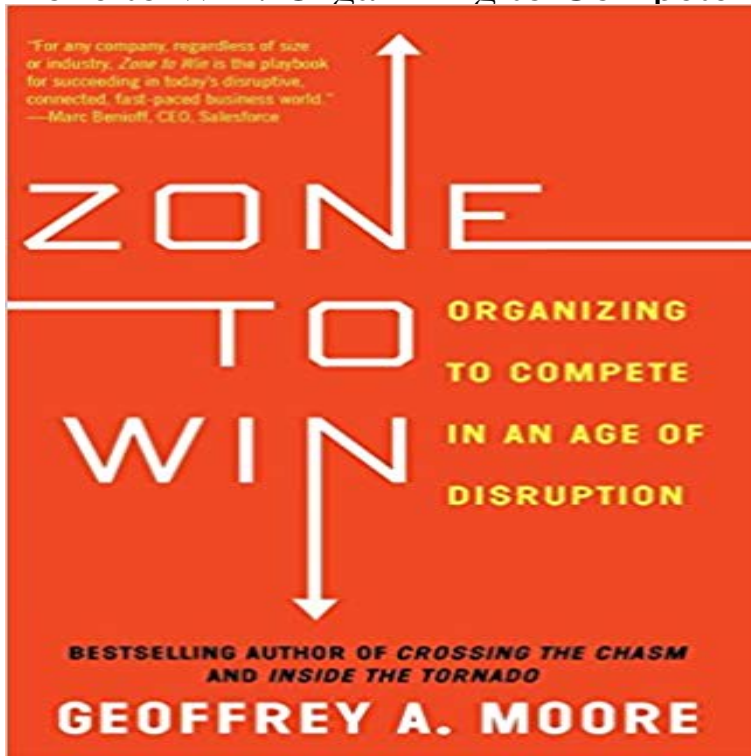


Zone to Win: Organizing to Compete in an Age of Disruption



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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