

THE GORILLA GAME

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FINDING THE
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GEOFFREY A. MOORE

Author of *Crossing the Chasm* and *Inside the Tornado*

PAUL JOHNSON AND TOM KIPPOLA

**PICKING
WINNERS IN
HIGH TECHNOLOGY**

REVISED EDITION

The Gorilla Game Revised Edition Picking Winners In High Technology

TD Snyder



The Gorilla Game Revised Edition Picking Winners In High Technology:

The Gorilla Game Geoffrey A. Moore, 1998-03-11 The possibilities are staggering Had you invested 10 000 in Cisco Systems in early 1990 your investment would not be worth 1 285 000 Similarly a 10 000 investment made in Microsoft in 1986 would be valued at more than 1 800 000 today How do you get in on those deals especially if you re not a Silicon Valley insider How do you buy the high tech winners and avoid the losers How do you find the Microsofts and Ciscos of tomorrow The answers are here in *The Gorilla Game* All you have to do is learn the rules *The Gorilla Game* reveals the dynamics driving the market for high tech stocks and outlines the forces that catapult a select number of companies to gorilla status dominating the markets they serve in the way that Microsoft dominates software operating systems and Cisco dominates hardware for data networks Follow the rules of *The Gorilla Game* and you will learn how to identify and invest in the gorilla candidates early on while they are fighting for dominance in their markets and while their stock is still cheap When the dust clears and one company clearly attains leadership in its product category you ll reap the enormous returns that foresighted investors in high tech companies deserve *The Gorilla Game* is the latest from bestselling author Geoffrey A Moore one of the world s leading consultants in high tech marketing strategy Here you ll find the ground breaking ideas about technology markets that made his previous books bestsellers combined with the work of Paul Johnson a top Wall Street technology analyst and Tom Kippola a high tech consultant and highly successful private investor Together they have discovered and played the gorilla game and now give their readers the real rules for winning in the world of high tech investing Step by step you ll learn how to spot a high tech market that is about to undergo rapid growth and development how to identify and spread investments across the potential gorillas within the market and how to narrow your investments to the single emerging leader the gorilla as the market matures

The Gorilla Game, Revised Edition Geoffrey A. Moore, 2009-10-13 The Possibilities Are Staggering Had you invested 10 000 in Cisco Systems back in early 1990 your investment would now be worth 3 650 000 Similarly a 10 000 investment made in Microsoft in 1986 would be valued at more than 4 721 000 today 10 000 invested in Yahoo in 1996 would today be worth 317 000 How do you get in on those deals especially if you re not a Silicon Valley insider How do you buy the high tech winners and avoid the losers How do you find the Yahoos Microsofts and Ciscos of tomorrow The answers are here in this newly revised edition of the national bestseller *The Gorilla Game* The book reveals the dynamics driving the market for high tech stocks and outlines the forces that catapult a select number of companies to gorilla status dominating the markets they serve in the way that Yahoo dominates internet portals Microsoft dominates software operating systems and Cisco dominates hardware for data networks Follow the rules of *The Gorilla Game* and you will learn how to identify and invest in the gorilla candidates early on while they are still fighting for dominance and while their stocks are still cheap When the dust clears and one company clearly attains leadership in its market you ll reap the enormous returns that foresighted investors in high tech companies deserve This new edition of *The Gorilla Game* has

been updated and revised throughout with new focus and new insights into choosing the internet gorillas the companies that are destined to dominate internet commerce Bestselling author Geoffrey A Moore is one of the world s leading consultants in high tech marketing strategy Here you ll find his groundbreaking ideas about tech nology markets that made his previous books bestsellers combined with the work of Paul Johnson a top Wall Street technology analyst and Tom Kippola a high tech consul tant and highly successful private investor Together they have discovered and played the gorilla game and now give readers the real rules for winning in the world of high tech investing Step by step you ll learn how to spot a high tech market that is about to undergo rapid growth and development how to identify and spread investments across the potential gorillas within the market and how to narrow your investments to the single emerging leader the gorilla as the market matures High tech investing can be extremely risky but investors who learn to play the gorilla game can avoid many of the traps and pitfalls and instead start capitalizing on untold profits Personal wealth is only a gorilla game away Marketing of High-technology Products and Innovations Jakki J. Mohr, Sanjit Sengupta, Stanley F. Slater, 2010 This title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts Competition Demystified Bruce C. Greenwald, Judd Kahn, 2005-08-18 Bruce Greenwald one of the nation s leading business professors presents a new and simplified approach to strategy that cuts through much of the fog that has surrounded the subject Based on his hugely popular course at Columbia Business School Greenwald and his coauthor Judd Kahn offer an easy to follow method for understanding the competitive structure of your industry and developing an appropriate strategy for your specific position Over the last two decades the conventional approach to strategy has become frustratingly complex It s easy to get lost in a sophisticated model of your competitors suppliers buyers substitutes and other players while losing sight of the big question Are there barriers to entry that allow you to do things that other firms cannot *Big Fishes Make the Best Sushi* Pasi A. Pietikainen, 2011-08-01 There Are No Enemies Only Catalysts Any big hitter top dog or head honcho will have gone the extra mile to make an impression on the lives of their subordinates from the very beginning of educating these subordinates and building up their awareness of the relevant codes and conventions through to setting expectations and creating demand and momentum that will bear fruit regardless of disruptive intrusions In business by virtue of the positions of these big guns within the market this translates into substantial advantages including pricing power brand recognition control of distribution channels a satisfied customer base and more However only the very best of the best of them the Big Fishes are able to keep on dominating and growing within the lives of their subordinates and can preemptively suppress their competition in a manner that makes them Natural Monopolists For a Rising Star in the midst of its own period of disruption a period where any forward vision and guidance has become uncertain or even non existent the Monopolists are an invaluable tool for marketing something akin to a GPS and provide a foothold in terms of their standards as being adopted and co opted

as a Rising Star's own in the process of iteratively migrating from relative weakness to absolute strength The Monopolists are not the enemy but on the contrary they are catalysts In his book *The Big Fishes Make the Best Sushi* Pasi A Pietikainen establishes a brave new world of Natural Monopolist powered Rising Star marketing through tracing and classifying the prospects comfort zone autopiloted thinking into pronounced circumstances of the mind known as Occupational Psychoses and redefines marketing as getting the prospects caught responding to things that have already changed Keywords New Growth Renewal Disruptive Innovation Asymmetric Marketing Business Development Industrial Management Leadership Management Strategy Research Development Preemptive Market Leader Proprietary Technology Start Up Innovator's Dilemma Crossing the Chasm Clayton M Christensen Geoffrey A Moore **Valuation of Equity Securities** Geoffrey Poitras, 2010-06-30 Provides a treatment of academic and practitioner approaches to equity security valuation This book challenges conventional academic wisdom surrounding the ergodic properties of stochastic processes guided by historical and philosophical insights It presents the implications of a general stochastic interpretation of equity security valuation

Summary: The Gorilla Game BusinessNews Publishing, 2014-10-14 The must read summary of Geoffrey Moore Paul Johnson and Tom Kippola's book *The Gorilla Game* An Investor's Guide to Picking Winners in High Technology This complete summary of the ideas from Geoffrey Moore Paul Johnson and Tom Kippola's book *The Gorilla Game* shows how the real challenge in business is how to identify the potential star performers of tomorrow before their stock becomes highly valued in the marketplace In their book the authors explain how gorilla game investing is a strategy designed to answer that challenge It focuses specifically on high technology stocks and industry sectors Within those sectors a gorilla is a market leading company with a dominant position This summary demonstrates gorilla game investing and how it can lead to huge profits Added value of this summary Save time Understand key concepts Expand your knowledge To learn more read *The Gorilla Game* and discover the key to finding the future giants and making the right investment *Patterns of Strategy* Patrick Hoverstadt, Lucy Loh, 2017-03-01 *Patterns of Strategy* shows how the strategic fit between organisations drives strategic direction It is essential reading for those who wish to understand how to manoeuvre their organisation to change its strategic fit to their advantage The 80 patterns of strategy help you explore options for collaboration and competition within your strategic ecosystem A practical and authoritative guide you can use it to plan and navigate your strategic future

Fundamentals of Business Marketing Education J David Lichtenthal, 2020-07-24 Make the most of your ability to teach business to business marketing *Fundamentals of Business Marketing Education* A Guide for University Level Faculty and Policymakers examines the essential issues of teaching business to business marketing courses at all four university levels An international network of educators and practitioners addresses the real concerns you have about developing a curriculum and formulating policy taking into account the social and economic considerations you face in dealing with practical methodological and theoretical business marketing issues Combining scholarly analysis with practical presentation

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Executive Wisdom Richard R. Kilburg, 2006. Executive wisdom emerges from a complex matrix of factors that affect an individual leader's thoughts, behavior and emotions, including his or her organization, biopsychosocial systems, behavioral interfaces, internalized human wisdom system and external and internal challenges. Integrating large data, this book talks about executive wisdom.

The Nature of Value Nick Gogerty, 2014-07-08. Using evolution as the template to understand growth, **The Nature of Value** takes a first principles approach to explore the parallels between economic and ecological systems. Not only does Gogerty show how value is born out of tiny sparks of adaptive innovation, but he also explores the full scope of the economy as a complex network. He borrows from an array of disciplines including anthropology, psychology, ecology, physics, sociology and ethics and most revealing of all, examines how evolution's processes can help investors avoid risk and improve their allocation decisions. Starting with a look at how innovation creates value for firms, Gogerty considers the economic niches where companies compete and explores how they can create defensive moats to enhance their ability to survive. Throughout the book, Gogerty demonstrates how this ecological understanding of the economy can help allocators improve their performance, supporting his arguments with extensive data and years of practitioner experience from scientific, social and economic disciplines. Gogerty's practical takeaways, couched in vivid explanations and accompanied by intuitive illustrations, help investors of all backgrounds gain fresh insight into the behavior of corporations and the economy in general.

InfoWorld, 1998-08-17. InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies and

projects Handbook on Business to Business Marketing Gary L. Lilien, Rajdeep Grewal, 2012-01-01 This insightful Handbook provides a comprehensive state of the art review of business to business marketing It supplies an overview and pioneers new ideas relating to the activity of building mutually value generating relationships between organizations from businesses to government agencies to not for profit organizations and the many individuals within them Comprising 38 chapters written by internationally renowned scholars this Handbook presents perspectives of a variety of issue areas from both an academic and a managerial perspective state of theory and state of practice The material in this compendium includes theoretical and practical perspectives in business to business marketing marketing mix and strategy interfirm relationships personal selling and sales management technology marketing and methodological issues central to business to business markets Published in conjunction with Penn State s Institute for the Study of Business Markets this extensive volume will expand research and teaching in business to business marketing in academia and will improve the practice of business to business marketing for firms in the industry This path breaking Handbook is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business to business marketing domain It will also prove an invaluable resource for forward thinking business to business practitioners who want to be aware of the current state of knowledge in their domains **The New Yorker** Harold Wallace Ross, William Shawn, Tina Brown, Katharine Sergeant Angell White, David Remnick, Rea Irvin, Roger Angell, 2001-02 *Internal Corporate Venturing* Holger Klein, 2013-04-17 Mittels einer bei den DAX100 Unternehmen durchgeführten explorativen Untersuchung untersucht Holger Klein welche unternehmensinternen Faktoren den radikalen Innovationsprozess in Großunternehmen hemmen und in welcher Form die Instrumente des ICV geeignet sind Barrieren zu überwinden InfoWorld , 1998-08-24 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects **Journal of Banking & Finance** , 2000 **ChangeWave Investing 2.0** Tobin Smith, 2002-02-05 Investment guru Tobin Smith reveals his secrets for scoring monster returns in today s volatile stock market by focusing on the emerging sectors that have the best potential for explosive growth what Smith refers to as ChangeWaves ChangeWave Investing 2.0 presents a radically improved method for picking the next monster stocks while protecting current profits Using the ChangeWave principles the book explains how to identify the stocks with the fastest growth potential before Wall Street does how to screen out the pretenders how to balance a portfolio between aggressive growth stocks and stocks with lower volatility how to use stop orders to limit losses from economic downturns how to invest limited resources for maximum returns You ll discover how to buy and sell in the midst of a seesaw as well as receive savvy advice on the ways you can benefit from market meltdowns by systematically taking out positions at bargain basement prices From the rocketlike success of his first book ChangeWave Investing which hit the top of the business bestseller lists to his role as contributing editor on Fox s Bulls and Bears to the rapid growth of the electronic network Tobin Smith has broken onto the investment

community with the momentum of a tsunami Now with ChangeWave Investing 2 0 readers can learn the strategies and techniques that will allow them to profit from the transformational change the economy is undergoing even in today s bear market *Больше, чем вы знаете: Необычный взгляд на мир финансов* Майкл Мобуссин, 2023-05-03 Die Internet-Ökonomie Axel Zerdick, Klaus Schrape, Alexander Artope, Klaus Goldhammer, Ulrich T. Lange, Eckart Vierkant, Esteban Lopez-Escobar, Roger Silverstone, 2013-03-13 Das Buch analysiert die zentrale Rolle des Medien Telekommunikations und IT Sektors als Antriebsfaktoren auf dem Weg in eine digitale Wirtschaft der Internet konomie Mit zunehmendem Wachstum des Internet breiten sich die damit verbundenen konomischen Spielregeln auf die ganze Volkswirtschaft aus Der bereits 1997 pr sentierte Ansatz ECC Report 1997 Springer Berlin Heidelberg wird in einer systematischen und umfassenden Darstellung des Themas Medienfinanzierung erweitert und fortgef hrt Mit diesem Konzept und der internationalen Einbindung steht das Buch konkurrenzlos da Die zukunftsbezogene Analyse macht es zu einem unverzichtbaren Standardwerk f r die Industrie und die Wissenschaft

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