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Dealing with Darwin will help you understand your company's role in its market ecosystem; where your competitive advantage came from in the past and how it will change in the future; what kinds of differentiation will be most rewarded in your current marketplace; and how to transform your internal dynamics to overcome the inertia that threatens every bold innovation. Bestselling author Geoffrey Moore has consulted for dozens of major companies on this challenge of innovation versus inertia.

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About Dealing with Darwin. Geoffrey Moore is one of the most respected and bestselling names in business books. In his widely quoted *Crossing the Chasm*, he identified and addressed the greatest challenge facing new ventures. Now he's back with a book for established businesses that need to learn how to adapt—or suffer the slow declines into marginalized performance that have characterized so many Fortune 500 icons in recent years.

*Dealing with Darwin by
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