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He has consulted for such notable companies as Salesforce, Microsoft, Aruba, and Intel. He studied literature at Stanford University and the University of Washington. His works include Dealing with Darwin: How Great Companies Innovate at Every Phase of Their Evolution, Inside the Tornado, and Escape Velocity.

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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.

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