

# Crossing The Chasm Marketing And Selling Technology Projects To Mainstream Customers

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## **Crossing the Chasm : Marketing and Selling High-tech Products ...**

as our systems interoperate, which as marketing claims is... well that's another

matter). Crossing the Chasm was written in 1990 and published in 1991. Originally forecast to sell 5,000 copies, it has over a seven year period in the market sold more than 175,000. In high-tech marketing, we call this an "upside miss."