



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

*Geoffrey A. Moore*

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## **Zone to Win: Organizing to Compete in an Age of Disruption** Geoffrey A. Moore

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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