

"Less a cookbook than a detailed menu of meals that can be prepared to turn your competitors into dinosaurs. Brontosaurus burger, anyone?" —*BusinessWeek*

DEALING WITH DARWIN

HOW GREAT COMPANIES INNOVATE AT
EVERY PHASE OF THEIR EVOLUTION



With a
New Afterword

GEOFFREY A. MOORE

Author of **CROSSING THE CHASM** & **INSIDE THE TORNADO**

El desafío de Darwin

Geoffrey A. Moore

Leader Summaries