

Fast Second How Smart Companies Bypass Radical Innovation To Enter And Dominate New Markets

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Fast Second How Smart Companies

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Drawing on examples of successful fast-second firms such as Microsoft, Amazon, Canon, JVC, Heinz, and many others, they illustrate how to determine which new markets have the potential to be successful and how to move into them before the competition does, when to make a move into a new market, how to scale up a market, where to position a company in the market, and whether to be a colonizer or a consolidator.

Fast Second: How Smart Companies Bypass Radical Innovation ...

Fast Second draws from a rich body of academic research on radical innovation and cites illustrative examples of successful fast-second firms such as Microsoft, Proctor & Gamble, Amazon, Canon, JVC, Heinz, and many others to propose a radical new innovation model for companies that aspire to create radically new markets.

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Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets Constantinos C. Markides , Paul A. Geroski Constantinos C. Markides and Paul A. Geroski face a curious challenge: They have a lot of data to support their claim that the way to make big profits, if you're quick enough, is to be the second company to ...

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Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets is a book written by Paul Geroski and Constantinos Markides and published by Jossey-Bass in 2005. According to the authors, a "fast second company" lets other companies innovate and experiment to create new markets.

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Fast-second movers are often established firms whose business is threatened by the new technology. It is not in their interest for the new technology to become established, but once it seems likely...

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A later entry not only helps the fast-second to incorporate user feedback, but also helps in keeping costs lower (Markides & Geroski, 2005). Boulding and Christen (2009) study also supported Markides and Geroski (2005) theory. ... Fast Second–How smart companies bypass radical innovation to enter and dominate new markets.

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