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Overview. The Darwinian struggle of business keeps getting more brutal as competitive advantage gaps get narrower and narrower. Anything you invent today will soon be copied by someone else—probably better and cheaper. Many companies thrive during the early stages of their life cycle, only to fall slack during periods of inertia and die out while others surge ahead.

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innovation versus inertia.

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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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