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Crossing the Chasm was the technology marketers Bible in the 1990s. Dealing with Darwin deals brilliantly with the 21st Century realities of maturing and rapidly commoditising IT markets. Moore writes in a very engaging style and his invaluable insights are liberally sprinkled with real life examples.

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Dealing with Darwin is decidedly a strategy book and is aimed at senior executives who set the innovation agenda for their businesses. In fact, its biggest contribution could be providing a compelling case and framework for the chief executive officer to set a highly focused and strategic course for innovation.

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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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