

Geoffrey Moore – Keynote Topics

- ▶ Zone Management: Organizing to Compete in an Age of Disruption
- ▶ Return on Innovation: Three Separate and Distinct Paths
- ▶ Power versus Performance: Stop Liquidating Your Company One Quarter at a Time
- ▶ Crossing the Chasm, Take Two: Growing to Scale in B2B2C Markets
- ▶ Catching the Next Wave: How to Break the Back of the Innovator's Dilemma