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*TEDxRapidCity* *Zone to*

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"Zone to Win" focuses

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This is what Marc Benioff has in mind, in the Foreword, when explaining that zone management" is about dividing and conquering, establishing in dependent zones,

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each with what at  
Salesforce we call a  
V2MOM -- Vision,  
Values, Methods,  
Obstacles, and  
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reach escape velocity --  
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expert Geoffrey Moore  
joins the show to

discuss his new book,

Zone to Win:

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. Moore's life's work has focused on the market dynamics surrounding disruptive innovations. In this episode, Moore shares how established enterprises and startups can compete in an age of disruption.

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book!"-Dominic Orr,  
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Cooking Zone. Your  
cooking zone should be  
located where your  
range is since well,  
that's where the

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cooking mostly happens. If you have a small kitchen, your cooking zone will likely be adjacent to your prep zone. In larger kitchens with more space, you might use a sheet pan to move all your mise en place over from your prep zone to your ...

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book, Geoffrey Moore  
continues to lead us all  
through ever-changing  
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changed the game of  
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ever-disrupting To  
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\$4 billion in revenues  
from companywide  
innovation efforts  
allowed Whirlpool to  
maintain its top line,  
despite global recession  
and the steep drop in

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housing markets. A  
DuPont business group  
leader, Ellen Kullman,  
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requirements for  
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critical to business  
success and growth, but  
it's only the first step.  
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businesses, even the  
best ideas can fail.  
Creativity is often  
serendipitous;

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replaced it. Moore uses his signature framework-based approach to answer these questions, taking us on an intellectual roller coaster ride through physics, chemistry, biology, the social sciences and the humanities. Along the way, he builds a metaphorical ladder that leads from the big bang

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to the need for ethical  
action in our daily lives.

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Mortality* provides a  
coherent and unified  
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The possibilities are  
Age Of  
staggering: Had you

Disruption  
invested \$10,000 in

Cisco Systems in early  
1990, your investment  
would not be worth

\$1,285,000. Similarly, a  
\$10,000 investment

made in Microsoft in  
1986 would be valued at  
more than \$1,800,000

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in on those deals -- especially if you're not a Silicon Valley insider? How do you buy the high-tech winners and avoid the losers? How do you find the Microsofts and Ciscos of tomorrow? The answers are here, in *The Gorilla Game*. All you have to do is learn the rules. *The Gorilla Game* reveals the

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dynamics driving the market for high-tech stocks and outlines the forces that catapult a select number of companies to "gorilla" status -- dominating the markets they serve in the way that Microsoft dominates software operating systems and Cisco dominates hardware for data networks. Follow the

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Gamey and you will  
learn how to identify  
and invest in the "gorilla  
candidates" early on --  
while they are fighting  
for dominance in their  
markets and while their  
stock is still cheap.

When the dust clears  
and one company  
clearly attains  
leadership in its product  
category, you'll reap the

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enormous returns that foresighted investors in high-tech companies deserve. The Gorilla Gamey is the latest from bestselling author Geoffrey A. Moore, one of the world's leading consultants in high-tech marketing strategy. Here you'll find the groundbreaking ideas about technology markets that made his previous books

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bestsellers, combined with the work of Paul Johnson, a top Wall Street technology analyst, and Tom Kippola, a high-tech consultant and highly successful private investor. Together they have discovered and played the gorilla game and now give their readers the real rules for winning in the world of



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high-tech investing.

Step by step you'll learn how to spot a high-tech market that is about to undergo rapid growth and development; how to identify and spread investments across the potential gorillas within the market; and how to narrow your investments to the single, emerging leader -- the gorilla -- as the

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market matures. Organizing To

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Learn the relationship-  
building secrets that

lead to lifelong clients,

repeat customers, and

endless referrals In

today's commoditized

marketplace, no matter

what product or service

you sell, there's

probably someone

somewhere able to offer

it cheaper, faster, and

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truly connecting Create  
an avalanche of referrals  
and an army of happy  
customers Become a  
"connector," even if  
you've never been a  
"people person" Find  
your social IQ—and  
improve it Put  
relationship-building  
principles to work daily  
Focus on others and  
reap the rewards  
yourself Ask the right

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questions—and sell without selling. Differentiate yourself through the impact you have on others. In *The Connectors*, Maribeth Kuzmeski, founder of Red Zone Marketing, LLC, and consultant to Fortune 500 firms, shows you how to build profitable, long-lasting business relationships.

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The Possibilities Are Staggering: Had you invested \$10,000 in Cisco Systems back in early 1990, your investment would now be worth \$3,650,000 Similarly, a \$10,000 investment made in Microsoft in 1986 would be valued at more than \$4,721,000 today \$10,000 invested in Yahoo! in 1996 would



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today be worth  
\$317,000 How do you  
get in on those  
deals—especially if  
you're not a Silicon  
Valley insider? How do  
you buy the high-tech  
win-ners and avoid the  
losers? How do you find  
the Yahoo!s,  
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answers are here, in this  
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the national bestseller  
The Gorilla Game. The  
book reveals the  
dynamics driving the  
market for high-tech  
stocks and out-lines the  
forces that catapult a  
select number of compa-  
nies to "gorilla"  
status—dominating the  
markets they serve in  
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dominates software operating systems, and Cisco dominates hardware for data networks. Follow the rules of The Gorilla Game and you will learn how to identify and invest in the "gorilla candidates" early on—while they are still fighting for dominance, and while their stocks are still cheap. When the

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companies that are  
destined to dominate  
internet commerce.

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with the work of Paul Johnson, a top Wall Street technology analyst, and Tom Kippola, a high-tech consultant and highly successful private investor. Together they have discovered and played the gorilla game and now give readers the real rules for winning in the world of high-tech investing.

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tech investing can be extremely risky, but investors who learn to play the gorilla game can avoid many of the traps and pitfalls and instead start capitalizing on untold profits.

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