Geoffrey Moore Quotes

Marketing, Innovation, Data, Long, Winning, Mistake, Smart, Phones, Events, Effectiveness, Deaf, Comfort, Eggs, Thought Provoking, Way, Thinking, Ideas, Commitment, Party, Zero

Without big data, you are blind and deaf and in the middle of a freeway.

~Geoffrey Moore

Without big data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway.

~Geoffrey Moore

We have embarked upon the world's largest and longest cocktail party, and every issue imaginable is up for grabs.

~Geoffrey Moore

Sustaining innovations are the key to consistent performance, whereas disruptive innovations are the key to dramatic changes in power.

~Geoffrey Moore

The biggest problem is typically overly ambitious expectations combined with undercapitalization.

~Geoffrey Moore

Marketing has long known how to exploit fads and how to develop trends.

~Geoffrey Moore

Don't think you have to be the disrupter to win. A fast-following disruptee will do very well if you can bring your existing customers and ecosystem along with you.

~Geoffrey Moore

The only way an established enterprise can dramatically increase its stock price is by adding a net new high-growth earnings engine to its existing portfolio.

~Geoffrey Moore

Try to learn as fast as you can from the wizards and then steal what you can appropriate from them and use it to modernize your existing business model (without disrupting it).

~Geoffrey Moore

As a buying group, visionaries are easy to sell but very hard to please. This is because they are buying a dream - which, to some degree, will alwasy be a dream.

~Geoffrey Moore

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