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section on using "thematic niches" as a legitimate tactic for crossing the chasm. It turns out instead they were a placeholder for the market tactics used during a merging hypergrowth market, a challenge covered in a subsequent book, Inside the Tornado.

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In this summary, you will learn. How marketing high-technology products differs from other types of marketing; and How high-tech firms can cross the "chasm" from insider, early adopters to a mass market.

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