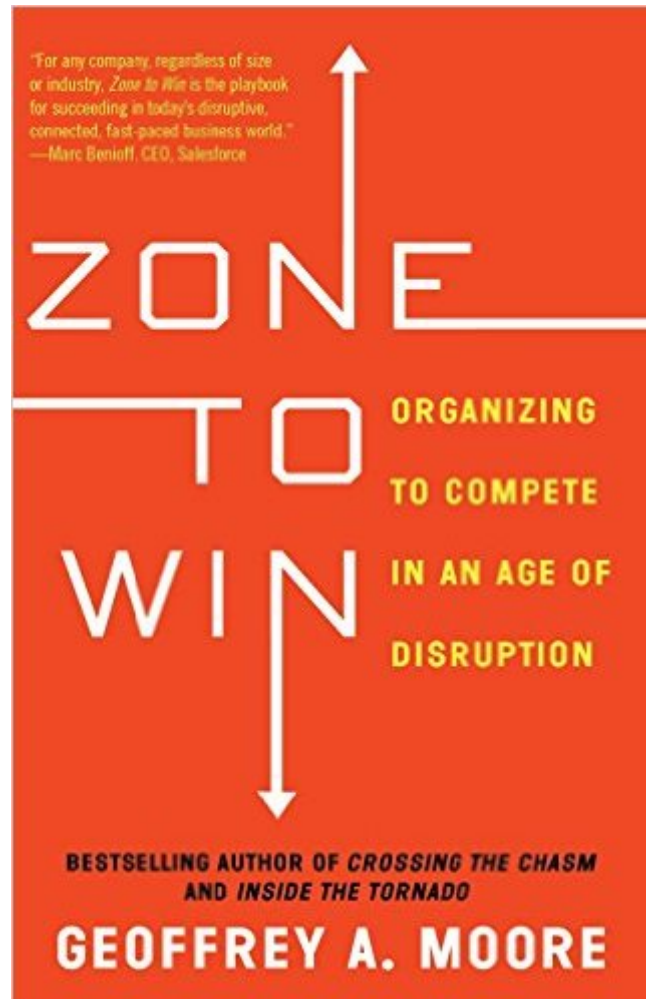# Zone To Win: Organizing To Compete In An Age Of Disruption

Synopsis

Over the last 25 years, Geoffrey Moore has established himself as one of the most influential high-tech advisors in the worldâ •once prompting Conan Oâ ™Brien to ask â œWho is Geoffrey Moore and why is he more famous than me?â •Following up on the ferociously innovative ESCAPE VELOCITY, which served as the basis for Mooreâ ™s consulting work to such companies as Salesforce, Microsoft, and Intel, ZONE TO WIN serves as the companion playbook for his landmark guide, offering a practical manual to address the challenge large enterprises face when they seek to add a new line of business to their established portfolio. Focused on spurring next-generation growth, guiding mergers and acquisitions, and embracing disruption and innovation, ZONE TO WIN is a high-powered tool for driving your company above and beyond its limitations, its definitions of success, and ultimately, its competitors.Mooreâ ™s classic bestseller, CROSSING THE CHASM, has sold more than one million copies by addressing the challenges faced by start-up companies. Now ZONE TO WIN is set to guide established enterprises through the same journey.â œFor any company, regardless of size or industry, ZONE TO WIN is the playbook for succeeding in todayâ ™s disruptive, connected, fast-paced business world.â • â •Marc Benioff, CEO, Salesforceâ œOnce again Geoffrey Moore weighs in with a prescient examination of what it takes to win in todayâ ™s competitive, disruptive business environment.â • â •Satya Nadella, CEO, Microsoft"With this book, Geoffrey Moore continues to lead us all through ever-changing times...His work has changed the game of changing the game!" â •Gary Kovacs, CEO, AVGâ œZONE TO WIN uses crystal-clear language to describe the management plays necessary to win in an ever-disrupting marketplace. Regardless of your level of management experience, you will find this book an invaluable tool for building long-term success for your business.â • â •Lip-Bu Tan, President and CEO, Cadence Design Systems

Book Information

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Customer Reviews

I have read and reviewed all of Geoffrey Moore's previous six books. In my opinion, Zone to Win is his most valuable (thus far) because I think it will have wider and deeper impact than have any of its predecessors. Its insights are relevant to almost any organization, whatever its size, nature, and history may be.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, each with what at Salesforce we call a V2MOM -- Vision, Values, Methods, Obstacles, and Measures...Zone to Win is the playbook for building enterprises that reach escape velocity -- orienting to the future and avoiding the inertial pull of the past. It's the playbook for just surviving but succeeding in today's disruptive, connected, fast-paced world."Moore makes clever use of an extended metaphor from the gridiron, offensive and defensive coordination. As he explains, "making the number on the back of the established lines of defense" is a painfully wasteful response to waves of new opportunity. "This brings us to the heart of the crisis of polarization: At the core you must deliver on two conflicting objectives. On the one hand, you must maintain your established franchises for the life of their respective business models, adjusting to declining revenue growth by optimizing for increasing earnings growth...At the same time, every decade or so you must get your company into one net new line of business that has exceptionally high revenue growth.

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