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many others, they
illustrate how to
determine which new
markets have the
potential to be
successful and how to
move into them before
the competition does,
when to make a move
into a new market, how
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Successful and how to
move into them before
the competition does,
when to make a move
into a new market, how
to scale up a market,
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company in the market,
and whether to be a
colonizer or a
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Constantinos C.
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C. Markides and Paul A.
Geroski face a curious
challenge: They have a
lot of data to support

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their claim that the way to make big profits, if you're quick enough, is to be the second company to take an innovation to market.

Fast Second: How Smart Companies Bypass Radical Innovation To Enter And Dominate New Markets

Examples of successful fast-second companies include Microsoft,

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Procter & Gamble,
Amazon, Canon, JVS,
and Heinz. In this
summary, we will
explore how radical
innovation creates new-
to-the-world markets,
and how established
firms can scale them up
to mass markets and
make big profits by
using the fast-second
strategy.

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*Fast Second: How
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radical innovation to
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markets by Markides,
Constantinos.

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Fast-second movers are often established firms

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whose business is threatened by the new technology. It is not in their interest for the new technology to become established, but once it seems likely...

Fast Second - Harvard Business Review

In Fast Second, they explore the characteristics of new markets, describe the

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skills needed to create
and compete in them,
and show how these
skills match up with
different types of
companies. Drawing on
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Innovation to Enter and
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is a book written by
Paul Geroski and
Constantinos Markides
and published by Jossey-
Bass in 2005. According
to the authors, a "fast
second company" lets
other companies
innovate and experiment
to create new markets.

Fast Second - Wikipedia

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In *Fast Second*, they explore the characteristics of new markets, describe the skills needed to create and compete in them, and show how these skills match up with different types of companies....

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Where To Download Fast *Innovation ...* How

This is called “fast second”, and is a model that carries much less risk than being first, and is founded on the certain knowledge that one can innovate the offering of the successful pioneer.

Just observe history to see examples of this fast second strategy in play as second market entrants move to

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become the big winners.

Smart
*'Fast second' – an
innovation-based
business strategy*

One could argue that
Apple has done this
many times already –
they weren't the first
with MP3 players (just,
they moved real fast to
launch iPod when the
right technology – really
small disk drives –

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became possible) and one could even say they weren't first with phones / smart phones, etc. – the iPhone was the first to bring all the technology together in a very 'cool' way.

First movers and fast second | The

Enlightened Economist

The must-read summary
of Constantinos

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Markides and Paul
Geroski's book: "Fast
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Enter and Dominate
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complete summary of
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Constantinos Markides
and Paul Geroski's book
"Fast Second"

demonstrates that the
firms which develop and

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pioneer radical
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