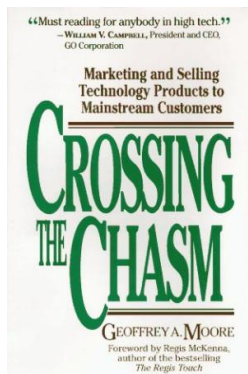


## Crossing the Chasm: Marketing and Selling Technology Products to Mainstream Customers



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