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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. Drawing on examples of successful fast-second firms such as Microsoft, Amazon, Canon, JVC, Heinz, and 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 to ...

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Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets.

Constantinos C. Markides, Paul A. Geroski. Constantinos C. Markides and Paul A. Geroski face a curious challenge: They have a lot of data to support 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.

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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 Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets 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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## Fast Second: How Smart Companies Bypass Radical Innovation ...

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 become the big winners.

## '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 – 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

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technology together in a very 'cool' way.  
First movers and fast second | The Enlightened Economist  
The must-read summary of Constantinos Markides and Paul Geroski's book: "Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets". This complete summary of the ideas from Constantinos Markides and Paul Geroski's book "Fast Second" demonstrates that the firms which develop and pioneer radical innovations are rarely the ones that ultimately end up dominating ...

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