



Summary: Fast Second - Constantinos Markides and Paul Geroski: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets

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Complete summary of Constantinos Markides and Paul Geroski's book: "Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets".

This 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 the markets they create. In their book, the authors explain how the major profits in any markets actually tend to accrue to the established corporations which have the skills, resources and the mind-set to take niche products and scale them up into mass markets. By reading this summary, you will learn from the examples of successful fast-second companies and apply the advice on how to conquer the new markets in today's competitive environment.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "Fast Second" and discover how you can learn from the innovation of others and conquer mass markets.

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