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The current digital world offers a new opportunity to jump the chasm with mass market disruptive innovation (this is only in the third edition of Crossing The Chasm). Basically, when you have a B2C digital product which can go straight for the consumers and you don't need any distribution channel there's no chasm for you.

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The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings.

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