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The Gorilla Game: Picking Winners in High Technology by Geoffrey Moore, Paul Johnson and Tom Kippola. Summary. Moore, Johnson and Kippola outline what the gorilla game entails and how to go about being a successful investor in the high-tech space. Key Takeaways. The basic framework of the gorilla game includes.

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The Gorilla Game, Revised Edition – HarperCollins

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The Gorilla Game, Revised Edition: Picking Winners in High ...

This guide will teach you the rules of the game, including how to identify and invest in the "gorilla candidates" early on (while they are on their way up and their stock is still cheap). The Gorilla Game was co-authored by Geoffrey A. Moore, author of Crossing the Chasm ; Paul Johnson, a top Wall Street technology analyst; and Tom Kippola, a high-tech marketing consultant and highly successful private investor.

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