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leaders of big, established companies to totally rethink radical innovation. Conquering radical new markets is about timing and a smart strategy for scaling them up, not creating them."

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Constantinos C. Markides, Paul A. Geroski
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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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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.

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