

Dogfight How Apple And Google Went To War Started A Revolution Fred Vogelstein

Dogfight: How Apple and Google Went to War and Started a Revolution Sarah Crichton Books

Zoom into the new world of remote collaboration While a worldwide pandemic may have started the Zoom revolution, the convenience of remote meetings is here to stay. Zoom For Dummies takes you from creating meetings on the platform to running global webinars. Along the way you'll learn how to expand your remote collaboration options, record meetings for future review, and even make scheduling a meeting through your other apps a one-click process. Take in all the advice or zoom to the info you need - it's all there! Discover how to set up meetings Share screens and files Keep your meetings secure Add Zoom hardware to your office Get tips for using Zoom as a social tool Award-winning author Phil Simon takes you beyond setting up and sharing links for meetings to show how Zoom can transform your organization and the way you work.

Google studies how Sergey Brin and Larry Page, working out of a garage, created the world's most popular and powerful search engine that later grew into a multifaceted technology juggernaut. Features include a glossary, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO. Short-listed for the 2015 Financial Times and McKinsey Business Book of the Year A Wall Street Journal Best Business Book of 2015 A Best Business Book of the Year, Forbes Magazine A Times of London Book of the Week Best

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Narrative Business Book of 2015 by Strategy+Business In 2009, BlackBerry controlled half of the smartphone market. Today that number is less than one percent. What went so wrong? Losing the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, Losing the Signal unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

From the former chief economist of the FCC, a remarkable history of the U.S. government's regulation of the airwaves Popular legend has it that before the Federal Radio Commission was established in 1927, the radio spectrum was in chaos, with broadcasting stations blasting powerful signals to drown out rivals. In this fascinating and entertaining history, Thomas Winslow Hazlett, a distinguished scholar in law and economics, debunks the idea that the U.S. government

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stepped in to impose necessary order. Instead, regulators blocked competition at the behest of incumbent interests and, for nearly a century, have suppressed innovation while quashing out-of-the-mainstream viewpoints. Hazlett details how spectrum officials produced a “vast wasteland” that they publicly criticized but privately protected. The story twists and turns, as farsighted visionaries—and the march of science—rise to challenge the old regime. Over decades, reforms to liberate the radio spectrum have generated explosive progress, ushering in the “smartphone revolution,” ubiquitous social media, and the amazing wireless world now emerging. Still, the author argues, the battle is not even half won.

Com ideias e detalhes pitorescos que só uma jornalista experiente seria capaz de extrair, Kane vai muito além dos mitos e manchetes. Ela investiga, neste livro, a liderança de Tim Cook e como isso afeta os fiéis escudeiros de Jobs, o desenvolvimento de novos produtos e as relações da Apple com o mercado financeiro, o governo, os rivais do setor da tecnologia, os fornecedores, a imprensa e os consumidores. This compact history traces the computer industry from 1950s mainframes, through establishment of standards beginning in 1965, to personal computing in the 1980s and the Internet's explosive growth since 1995. Martin Campbell-Kelly and Daniel Garcia-Swartz describe a steady trend toward miniaturization and explain its consequences.

In today's world of interconnected and "always-on" information, companies that succeed are those that compete by leveraging the advantage of strategic control points. A strategic control point is a part of a market where, if controlled by one party, it can be used to leverage power elsewhere. This can occur throughout the supply chain, in a related business, or even in an unrelated market. The Carrot and the Stick focuses on how points of strategic control can be leveraged in today's market environment. Using detailed

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examples and case studies - ranging from historic cases like Vanderbilt's railroad in New York to current cases like Amazon's control of the value chain - the book explains how finding and leveraging points of strategic control is the key to success in today's convergent, fast-paced markets. The emphasis throughout the book is on the tactical: how to spot and own potential points of strategic control, how to extend them to multiple markets, what tools and processes can be implemented in order to utilize the principle in practice, and how to "pry loose" existing points of strategic control owned by others.

What do Google, Snapchat, Tinder, Amazon, and Uber have in common, besides soaring market share? They're platforms - a new business model that has quietly become the only game in town, creating vast fortunes for its founders while dominating everyone's daily life. A platform, by definition, creates value by facilitating an exchange between two or more interdependent groups. So, rather than making things, they simply connect people. The Internet today is awash in platforms - Facebook is responsible for nearly 25 percent of total Web visits, and the Google platform crash in 2013 took about 40 percent of Internet traffic with it. Representing the ten most trafficked sites in the U.S., platforms are also prominent over the globe; in China, they hold the top eight spots in web traffic rankings. The advent of mobile computing and its ubiquitous connectivity have forever altered how we interact with each other, melding the digital and physical worlds and blurring distinctions between "offline" and "online." These platform giants are expanding their influence from the digital world to the whole economy. Yet, few people truly grasp the radical

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structural shifts of the last ten years. In *Modern Monopolies*, Alex Moazed and Nicholas L. Johnson tell the definitive story of what has changed, what it means for businesses today, and how managers, entrepreneurs, and business owners can adapt and thrive in this new era.

The Internet needs no introduction, and its significance today can hardly be exaggerated. Today, more people are more connected technologically to one another than at any other time in human existence. For a large share of the world's people, the Internet, text messaging, and various other forms of digital social media such as Facebook have become thoroughly woven into the routines and rhythms of daily life. The Internet has transformed how we seek information, communicate, entertain ourselves, find partners, and, increasingly, it shapes our notions of identity and community. The SAGE Encyclopedia of the Internet addresses the many related topics pertaining to cyberspace, email, the World Wide Web, and social media. Entries will range from popular topics such as Alibaba and YouTube to important current controversies such as Net neutrality and cyberterrorism. The goal of the encyclopedia is to provide the most comprehensive collection of authoritative entries on the Internet available, written in a style accessible to academic and non-academic audiences alike.

In a society that praises and promotes technological advancement, it becomes increasingly essential to review the effects of such rapid technological growth. New high-tech advances need to be examined to

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determine what they mean to science, society, and industry along with the benefits and challenges they present. The Handbook of Research on Industrial Advancement in Scientific Knowledge addresses the intersection of technology and science where engineering considerations, mathematical approaches, and management tools provide a better understanding and awareness of Industry 4.0, while also taking into account the impact on current society. This publication identifies methodologies and applications related to decision making, risk and uncertainty, and design and development not only on scientific and industrial topics but also on social and ethical matters. It is designed for engineers, entrepreneurs, academicians, researchers, managers, and students.

Dreading the prison release of his violent older brother, who blames him for his imprisonment and for stealing his pregnant girlfriend, young drug dealer Alfredo struggles with cultural clashes in Queens while planning to steal a pit bull for a homecoming dogfight.

Since the rise of the smartphone, apps have become entrenched in billions of users' daily lives. Accessible across phones and tablets, watches and wearables, connected cars, sensors, and cities, they are an inescapable feature of our current culture. In this book, Gerard Goggin provides a comprehensive and authoritative guide to the development of apps as a digital media technology. Covering the technological, social, cultural, and policy dynamics of apps, Goggin ultimately considers what a post-app world might look like. He argues that apps represent a pivotal moment in

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the development of digital media, acting as a hinge between the visions and realities of the “mobile,” “cyber,” and “online” societies envisaged since the late 1980s and the imaginaries and materialities of the digital societies that emerged from 2010. Apps offer frames, construct tools, and constitute “small worlds” for users to reorient themselves in digital media settings. This fascinating book will reframe the conversation about the software that underwrites our digital worlds. It is essential reading for students and scholars of media and communication, as well as for anyone interested in this ubiquitous technology.

Build high-performing teams with an evidence-based framework that delivers results Committed is a practical handbook for building great teams. Based on research from Wharton’s Executive Development Program (EDP), this concise guide identifies the common challenges that arise when people work together as a group and provides key guidance on breaking through the barriers to peak performance. Committed draws its insights from the EDP’s living lab: an intensive two-week simulation during which executive-level participants run complex global businesses. The authors have observed over 100 teams collaborating and competing for over 100 combined years in this intense environment. It has yielded fundamental insights about teamwork: what usually goes wrong, what frequently goes right, and the methods and techniques that will help you access your team’s full potential. These insights have been distilled into a simple, repeatable process that you can start applying today. Getting teams engaged and aligned is

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hard. Committed will give you the tools you need to deal with all of the familiar teamwork challenges that get in the way: organizational politics, delegation, coordination, and aligning skills and motivation. Using vivid stories and examples from the worlds of business, sports, and non-profits, it will teach you how to: Understand the dynamics of successful teams Achieve peak performance using a research-backed methodology Gain expert insight into why most teams underperform Learn the critical points common to all great teams Committed gives you the perspective you need to combine the right people with the right way of collaborating to achieve extraordinary results.

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers.

InfoWorld also celebrates people, companies, and projects.

The story behind the bitter rivalry between Apple and Google – and how an epic battle is reshaping the way we think about technology. This book, previously published as ‘Dogfight: How Apple and Google Went to War and Started a Revolution’, explores the real reasons beneath the world’s biggest deathmatch.

How have smartphones shaped the way we socialize and interact? Who tracks our actions, our preferences, our movements as recorded by our smartphones? These are just some of the questions that journalist Elizabeth Woyke answers in this muckraking expose.

Fully updated, this edition offers a unique, integrated

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approach to the economics and financing of entertainment and media sectors.

“A revelation.” — Angela Duckworth “Enlightening.” — Steven Pinker “Fascinating.” — Daniel H. Pink “Insightful and engaging.” — Daniel Gilbert “Stopped me in my tracks.” — Adam Grant “An intriguing new way to think about a complicated emotion.” — New York Why did Paul Gauguin abandon middle-class life to follow the path of a starving artist? What explains the massive success of Steve Jobs, a man with great ideas but weak programming skills and a questionable managerial style? How did Dean Karnazes—the famed “Ultramarathon Man”—transform himself from a directionless desk jockey into an extreme athlete who once ran fifty marathons in fifty days? As the renowned emotion researcher Jessica Tracy reveals, each of these superachievers has been motivated by an often maligned emotion: pride. Its dark, hubristic side is well known, but Tracy shows that pride is also essential for helping us become our best, brightest selves. It makes us strive for excellence. In the right doses and the right contexts, it has been proven to boost creativity, motivate altruism, and confer power and prestige on those who display it. In *Pride*, Tracy explains how we can make this double-edged emotion serve us—rather than the other way around. “A must-read for anyone pursuing noteworthy goals.” — Publishers Weekly Previously published in

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hardcover as TAKE PRIDE.

The #1 New York Times bestselling biography of how Steve Jobs became the most visionary CEO in history. Becoming Steve Jobs breaks down the conventional, one-dimensional view of Steve Jobs that he was half-genius, half-jerk from youth, an irascible and selfish leader who slighted friends and family alike. Becoming Steve Jobs answers the central question about the life and career of the Apple cofounder and CEO: How did a young man so reckless and arrogant that he was exiled from the company he founded become the most effective visionary business leader of our time, ultimately transforming the daily life of billions of people? Drawing on incredible and sometimes exclusive access, Schlender and Tetzeli tell a different story of a real human being who wrestled with his failings and learned to maximize his strengths over time. Their rich, compelling narrative is filled with stories never told before from the people who knew Jobs best, including his family, former inner circle executives, and top people at Apple, Pixar and Disney, most notably Tim Cook, Jony Ive, Eddy Cue, Ed Catmull, John Lasseter, Robert Iger and many others. In addition, Schlender knew Jobs personally for 25 years and draws upon his many interviews with him, on and off the record, in writing the book. He and Tetzeli humanize the man and explain, rather than simply describe, his behavior. Along the

way, the book provides rich context about the technology revolution we've all lived through, and the ways in which Jobs changed our world. A rich and revealing account, *Becoming Steve Jobs* shows us how one of the most colorful and compelling figures of our times was able to combine his unchanging, relentless passion with an evolution in management style to create one of the most valuable and beloved companies on the planet.

The smartphone was an incredibly successful Canadian invention created by a team of engineers and marketers led by Mike Lazaridis and Jim Balsillie. But there was a third key player involved — the community of Kitchener-Waterloo. In this book Chuck Howitt offers a new history of BlackBerry which documents how the resources and the people of Kitchener-Waterloo supported, facilitated, benefited from and celebrated the achievement that BlackBerry represents. After its few short years of explosive growth and pre-eminence, BlackBerry lost its market to digital juggernauts Apple, Samsung and Huawei. No surprises there. Like Nokia and Motorola before it, BlackBerry was eclipsed. Shareholders lost billions. Thousands of employees lost jobs. Bankruptcy was avoided but the company's founding geniuses were gone, leaving an operation that today is only a fragment of what had been. For Kitchener-Waterloo — as Chuck Howitt tells the story — the Blackberry experience is a mixed bag of

disappointments and major ongoing benefits. The wealth it generated for its founders produced two very important university research institutes. Many recent digital startups have taken advantage of the city's pool of talented and experienced tech workers and ambitious, well-educated university grads. A strong digital and tech industry thrives today in Kitchener-Waterloo — in a way a legacy of the BlackBerry experience. Across Canada, communities hope for homegrown business successes like BlackBerry. This book underlines how a mid-sized, strong community can help grow a world-beating company, and demonstrates the importance of the attitudes and decisions of local institutions in enabling and sustaining successful innovation. Canada has a lot to learn from BlackBerry Town.

In today's technology-dependent world, seeking a career in information technology or information systems is both a pragmatic choice and an exciting, forward-thinking option. The demand for people to fill IT and IS positions is high, and the field is constantly evolving, offering plenty of outlets for creative thinkers. This useful guide walks readers through the educational paths that can prepare them most effectively for a job in information technology or information systems. The author weighs the pros and cons of certificate programs, two- and four-year degree programs, online degrees, and graduate

degrees. A helpful, highly informative resource.

Pro Android 2 shows how to build real-world and fun mobile applications using Google's latest Android software development kit. This new edition is updated for Android 2, covering everything from the fundamentals of building applications for embedded devices to advanced concepts such as custom 3D components, OpenGL, and touchscreens including gestures. While other Android development guides simply discuss topics, Pro Android 2 offers the combination of expert insight and real sample applications that work. Discover the design and architecture of the Android SDK through practical examples, and how to build mobile applications using the Android SDK. Explore and use the Android APIs, including those for media and Wi-Fi. Learn about Android 2's integrated local and web search, handwriting gesture UI, Google Translate, and text-to-speech features. Pro Android 2 dives deep, providing you with all the knowledge and techniques you need to build mobile applications ranging from games to Google apps, including add-ons to Google Docs. You'll be able to extend and run the new Google Chrome APIs on the G1, the G2, and other next-generation Google phones and Android-enabled devices.

This refreshing textbook shows how research into human behaviour can be applied in the workplace. It is focussed on helping students to develop the key

skills they will need as future managers and employees. It assumes no prior work experience, and instead asks students to draw on their everyday experiences. They are invited to complete a range of innovative activities designed to deepen their understanding of key topics, such as personality, perception, and motivation. The book is an ideal length for one-semester taught courses. It is aimed primarily at first and second year undergraduate students on business and management degrees, who are taking OB modules for the first time, though could also be used on postgraduate and MBA courses.

This biography follows Internet and television innovator Jason Kilar from the family vacation in Florida's Disney World that sparked his interest in customer service when he was still a child, to his rise through the ranks of two of the most intriguing and successful new media companies: Amazon and Hulu. In addition to an account of Kilar's personal journey, readers will get an overview of how media technology and the Internet have evolved over the last two decades, radically altering the landscape of commerce as well as entertainment and making it possible for companies like Amazon and Hulu to thrive.

Addresses how tech empowers community organizing and protest movements to combat the systems of capitalism and data exploitation that

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helped drive tech's own rise to ubiquity. Our smartphones have brought digital technology into the most intimate spheres of life. It's time to take control of them, repurposing them as pathways to a democratically designed and maintained digital commons that prioritizes people over profit.

Smartphones have appeared everywhere seemingly overnight: since the first iPhone was released, in 2007, the number of smartphone users has skyrocketed to over two billion. Smartphones have allowed users to connect worldwide in a way that was previously impossible, created communities across continents, and provided platforms for global justice movements. However, the rise of smartphones has led to corporations using consumers' personal data for profit, unmonitored surveillance, and digital monopolies like Google, Facebook, and Amazon that have garnered control over our social, political, and economic landscapes. But people are using their smartphones to fight back. New modes of resistance are emerging, signaling the possibility that our pocket computers could be harnessed for the benefit of people, not profit. From helping to organize protests against the US-Mexico border wall through Twitter to being used to report police brutality through Facebook Live, smartphones open a door for collective change.

Jakie mechanizmy rz?dz? transformacj? cyfrow? gospodarki i spo?ecze?stwa? Jak interpretowa?

zmiany zachodzące w obszarze produkcji i konsumpcji, w funkcjonowaniu rynków i państwa? Czy czeka nas technologiczne bezrobocie? Co oznacza cyfryzacja globalnego handlu? Katarzyna Ledzińska i Renata Woźniak udzielają klarownej odpowiedzi na te frapujące pytania, czerpiąc z dziesięć lat badań prowadzonych w DELab na Uniwersytecie Warszawskim, ale też dogłębnej analizy literatury przedmiotu. Od Przemysłu 4.0. do kompetencji przyszłości, od fenomenu Alibaby po politykę algorytmizacji – księżka zabiera w fascynującą podróż po wyznaczeniach się cyfrowej gospodarce. Nowe technologie – sztuczna inteligencja, blockchain, Internet Rzeczy, usługi chmurowe – stopniowo, ale niepowstrzymanie zmieniają sposób, w jaki komunikujemy się, konsumujemy, pracujemy czy korzystamy z usług publicznych. Przyczyniają się do powstawania nowych modeli biznesowych, przekształcają funkcjonowanie rynków i instytucji publicznych. Autorki kreślą obraz niepowtarzalnych szans rozwojowych, ale też bezprecedensowych wyzwań związanych z czwartą rewolucją technologiczną. Ich diagnoza jest jednoznaczna: firmy, rzędy, organizacje pozarządowe i uczelnie, które nie będą potrafiły korzystać z jej dobrodziejstw i radzić sobie z negatywnymi konsekwencjami, czeka marginalizacja. Za konsumenci, którzy nie dostrzegają mechanizmów stojących za

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korzystaniem z produktów i usług cyfrowych, tracę kontrolę nad swoimi danymi, prywatnością, a nawet bezpieczeństwem.

"Outlines the technology strategy boards vision, objectives and strategy and gives an overview of their work, products and contacts. Also identifies its key technology areas and outlines their future strategies."--DTI website (Reports and Publications).
Written from a global and critical perspective with a diverse range of cases and examples throughout, this is an inspiring read for developing leaders operating within global and multicultural work settings. 'Power' is taken as central theme for this book, opening up discussion about issues that are often neglected in leadership texts i.e. fairness, equity, justice, resistance, conflict, emancipation, oppression, rationality, politics, globalization, the natural environment, and knowledge. New to this edition: A new prologue: 'An Unconventional History of Leadership Studies' A new epilogue on 'Embodied Leadership, Ethics, and its Affects' written by David Knights, one of the authors of Embodied Research Methods (pub April 2019) 3 new topical integrative case studies, based on current events: Jacinda Ardern's pregnancy when PM; #MeToo; and Suma Foods co-operative
Updated research and pedagogical features throughout, including the 'Leadership on Screen' feature The book is complemented by a range of

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online resources including PowerPoint slides, videos of the book's authors providing an overview of the chapter and discussing why the topic is important, access to journal articles discussed in the book, and links to additional relevant material.

Offering a deeper understanding of today's internet media and the management theory behind it Platforms are everywhere. From social media to chat, streaming, credit cards, and even bookstores, it seems like almost everything can be described as a platform. In *The Platform Economy*, Marc Steinberg argues that the "platformization" of capitalism has transformed everything, and it is imperative that we have a historically precise, robust understanding of this widespread concept. Taking Japan as the key site for global platformization, Steinberg delves into that nation's unique technological and managerial trajectory, in the process systematically examining every facet of the elusive word platform. Among the untold stories revealed here is that of the 1999 iPhone precursor, the i-mode: the world's first widespread mobile internet platform, which became a blueprint for Apple and Google's later dominance of the mobile market. Steinberg also charts the rise of social gaming giants GREE and Mobage, chat tools KakaoTalk, WeChat, and LINE, and video streaming site Niconico Video, as well as the development of platform theory in Japan, as part of a wider transformation of managerial theory to account

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for platforms as mediators of cultural life. Analyzing platforms' immense impact on contemporary media such as video streaming, music, and gaming, *The Platform Economy* fills in neglected parts of the platform story. In narrating the rise and fall of Japanese platforms, and the enduring legacy of Japanese platform theory, this book sheds light on contemporary tech titans like Facebook, Google, Apple, and Netflix, and their platform-mediated transformation of contemporary life—it is essential reading for anyone wanting to understand what capitalism is today and where it is headed.

The contributors to this volume theorize Asian video cultures in the context of social movements, market economies, and local popular cultures to complicate notions of the Asian experience of global media. Whether discussing video platforms in Japan and Indonesia, K-pop reception videos, amateur music videos circulated via microSD cards in India, or the censorship of Bollywood films in Nigeria, the essays trace the myriad ways Asian video reshapes media politics and aesthetic practices. While many influential commentators overlook, denounce, and trivialize Asian video, the contributors here show how it belongs to the shifting core of contemporary global media, thereby moving conversations about Asian media beyond static East-West imaginaries, residual Cold War mentalities, triumphalist declarations about resurgent Asias, and budding

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jingoisms. In so doing, they write Asia's vibrant media practices into the mainstream of global media and cultural theories while challenging and complicating hegemonic ideas about the global as well as digital media. Contributors. Conerly Casey, Jenny Chio, Michelle Cho, Kay Dickinson, Bishnupriya Ghosh, Feng-Mei Heberer, Tzu-hui Celina Hung, Rahul Mukherjee, Joshua Neves, Bhaskar Sarkar, Nishant Shah, Abhigyan Singh, SV Srinivas, Marc Steinberg, Chia-chi Wu, Patricia Zimmerman

An explosive expose? of Samsung that “reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior” (The Wall Street Journal). **LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD** Based on years of reporting on Samsung for The Economist, The Wall Street Journal, and Time, from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on

every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul began a bold experiment: to make Samsung a major supplier of computer chips. The multimillion-dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in *Samsung Rising*, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, *Samsung Rising* shows how a determined and fearless Asian competitor has become a force to be reckoned with.

Behind the bitter rivalry between Apple and Google—and how it's reshaping the way we think about technology

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The rise of smartphones and tablets has altered the industry of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the mobile marketplace but in the courts and on screens around the world. Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In *Dogfight*, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outside personalities like Steve Jobs, Apple's now-lionized CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. *Dogfight* reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops. It's about who will control the content on those devices and where that content will come from—about the future of media and the Internet in Silicon Valley, New York, and Hollywood.

Apple, Facebook, Microsoft, Samsung, Amazon, Google... ??? ?????????? ??????? ?????? ? ????? ??????. ?? ??????? ??? ? ???, ?????????????????? ? ????????? ?????????? ?? ?????????????? ?????????????, ?????????????? ? ????????? ??????????, ?????????? ? ??????????? ?? ??????????. ?????????????????????

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Download our app for free at

<https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn what happened when Apple and Google butted heads. We know Apple and Google as the titans of today's technology industry. We might even assume that they get along-- and indeed they used to. But power is a strong motivator that can divide even the friendliest of partnerships and that's exactly what happened in the case of Apple and Google. Dogfight (2013) follows the gripping saga of the power struggle that ensued when the world's biggest tech giants fought for control of the market.

S unikátními barevnými fotografiemi z archivu autoraPoznejte skutečného Steva Jobse v knize, která se pár dnů po vydání stala světovým bestsellerem! Přináší nová fakta, dosud nezveřejněné vzpomínky a rozhovory a zcela nový zažitý způsob vnímání této mimořádné osobnosti naší doby. Sledujte Jobsův vývoj od lehkovážného povýšence kávizionářskému vůdci! A biografia que conquistou a Apple. E todos aqueles que realmente conheceram Steve Jobs. Steve Jobs é um nome global - publicaram-se centenas de livros sobre ele mas poucos penetraram no amago da verdadeira questão: como e que um jovem tão arrogante, a ponto de ter sido exilado da própria empresa que fundou, se

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tornou no visionario mais bem-sucedido do mundo dos negocios? Como foi Steve? Era o genio em carne e osso ou um pragmatico criador de tendencias? Exigente e tirano com os funcionarios, ou perfeccionista e amavel com quem trabalhava? Uma nevoa de mitos urbanos gira em torno de Steve Jobs, mas este livro fugiu da vers?o convencional da sua historia - aquela que o lembra como meio genial, meio cretino - e oferece um relato brilhante, empolgante e exaustivo da vida, carreira e carater do diretor-geral e cofundador da Apple. A partir de entrevistas ao circulo privado de Steve Jobs - familiares, amigos e rivais - os jornalistas Brent Schlender e Rick Tetzeli desenham um retrato verdadeiro e intimo de uma das personagens mais carismaticas de sempre. Este e o livro que os funcionarios da Apple escolheram para lembrar Steve Jobs e que a Apple desejava ter oficializado.

Google is synonymous with searching, but in this innovative new research volume, Micky Lee explores how the Alphabet Corporation, now the parent company of Google, is more than just a search engine. Using a political economic approach, Lee draws on the concept of networks to investigate the growth of this key media player. The establishment of the parent company, Alphabet, shows the company is expanding to other industries from equity investment to self-driving cars. This book first examines this history of expansion, before delving into the economic, political, and cultural profiles of the corporation. Lee ultimately finds that what makes Google powerful is not one genius idea, but rather networks of people, places, and capital. Alphabet: The

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Becoming of Google is a compelling dive into the sometimes inscrutable world of Google, ideal for students, scholars, and researchers interested in the fields of digital media studies, the politics and economies of online media, and the history of the internet.

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