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Autore	Chandler Alfred D (Alfred Dupont), <1918-2007.>
Titolo	Inventing the electronic century [[electronic resource]] : the epic story of the consumer electronics and computer industries / / Alfred D. Chandler, Jr. with the assistance of Takashi Hikino and Andrew von Nordenflycht
Pubbl/distr/stampa	Cambridge, MA, : Harvard University Press, c2005
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Nota di contenuto	Front matter -- Acknowledgments -- Contents -- Preface to the Paperback Edition -- 1. Introduction: Concepts and Approach -- 2. Consumer Electronics: The United States- The Creation and Destruction of a National Industry -- 3. Consumer Electronics: Japan's Paths to Global Conquest -- 4. Mainframes and Minicomputers: The Computer Industry Created in the United States -- 5. The Microprocessor Revolution: The Computer Industry Recast in the United States -- 6. The National Competitors: Europe's Computer Industries Die, Japan's Industry Challenges -- 7. The Consumer Electronics and Computer Industries as the Electronic Century Begins -- 8. The Significance of the Epic Story -- Appendices -- Notes -- Index
Sommario/riassunto	Consumer electronics and computers redefined life and work in the twentieth century. In <i>Inventing the Electronic Century</i> , Pulitzer Prize-winning business historian Alfred D. Chandler, Jr. traces their origins and worldwide development. From electronics prime mover RCA in the 1920's to Sony and Matsushita's dramatic rise in the 1970's; from IBM's dominance in computer technology in the 1950's to Microsoft's stunning example of the creation of competitive advantage, this

masterful analysis is essential reading for every manager and student of technology.

2. Record Nr.	UNINA9910793765103321
Autore	Charlton Bruce G.
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