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Sommario/riassunto	Consumer electronics and computers redefined life and work in the twentieth century. In Inventing the Electronic Century, 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.

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