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Titolo	Chips and change : how crisis reshapes the semiconductor industry / / Clair Brown and Greg Linden
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Altri autori (Persone)	LindenGreg <1959->
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Soggetti	Semiconductor industry - Management Business cycles
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Loss of competitive advantage -- Rising costs of fabrication -- Rising costs of design -- Consumer price squeeze -- Limits to Moore's law -- Finding talent -- Low returns, high risk -- New global competition -- Conclusion: the way ahead.
Sommario/riassunto	This title looks at how the chip industry has responded to a series of crises over the past 25 years, often reinventing itself and shifting the basis for a global competitive advantage.