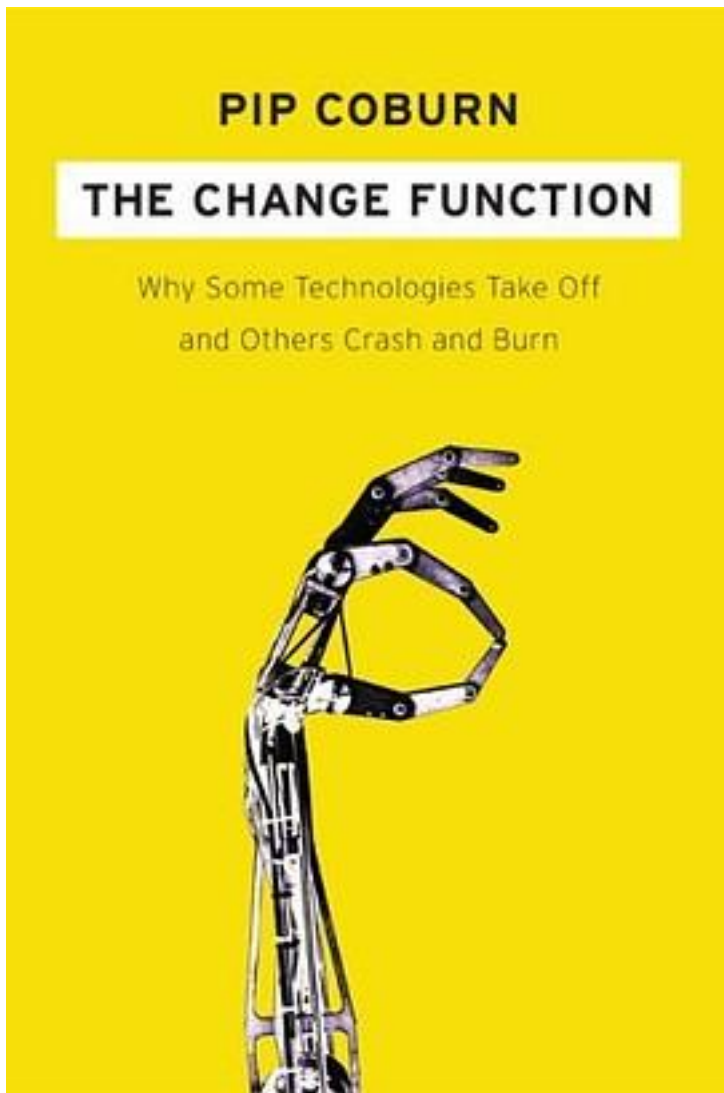# The Change Function



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著者:Pip Coburn

出版者:Portfolio Hardcover

出版时间:2006-06-22

装帧:Hardcover

isbn:9781591841326

The ultimate guide to predicting winners and losers in high technology

Pip Coburn became famous for writing some of the liveliest reports on Wall Street. He quoted everyone from Machiavelli to HAL, Anaïs Nin to Yoda, Einstein to Gandhi. But along with the quirky writing, he consistently delivered sharp insights into technology trends and helped investors pick stocks with long-term potential.

After years of studying countless winners and losers, Coburn has come up with a simple idea that explains why some technologies become huge hits (iPods, DVD players, Netflix), but others never reach more than a tiny audience (Segways, video phones, tablet PCs). He says that people are only willing to change when the pain of their current situation outweighs the perceived pain of trying something new.

In other words, technology demands a change in habits, and that's the leading cause of failure for countless cool inventions. Too many tech companies believe in &#147;build it and they will come&#148;&#151; build something better and people will beat a path to your door. But, as Coburn shows, most potential users are afraid of new technologies, and they need a really great reason to change.

The Change Function is an irreverent look at how this pattern plays out in countless sectors, from computers to cell phones to digital TV recorders. It will be an invaluable book for people who create and invest in new technologies.


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畢業於布朗大學以及賓州大學華頓商學院。現為「柯本創投」投資顧問公司 (Coburn Ventures)
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目录:

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# 评论

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# 书评

可惜我看的是翻译，很多地方，感觉翻译有点问题。
不过确实，让我意识到了科技能不能成功，还有很多的道道。 最典型的，
这本书对WiMax的否定，给了我很多的启发。
其次，就是上一个评论中说到的，对数字家庭的看法了。
哈哈，我也觉得奇怪，为什么DVD，机顶盒不整合到电...

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