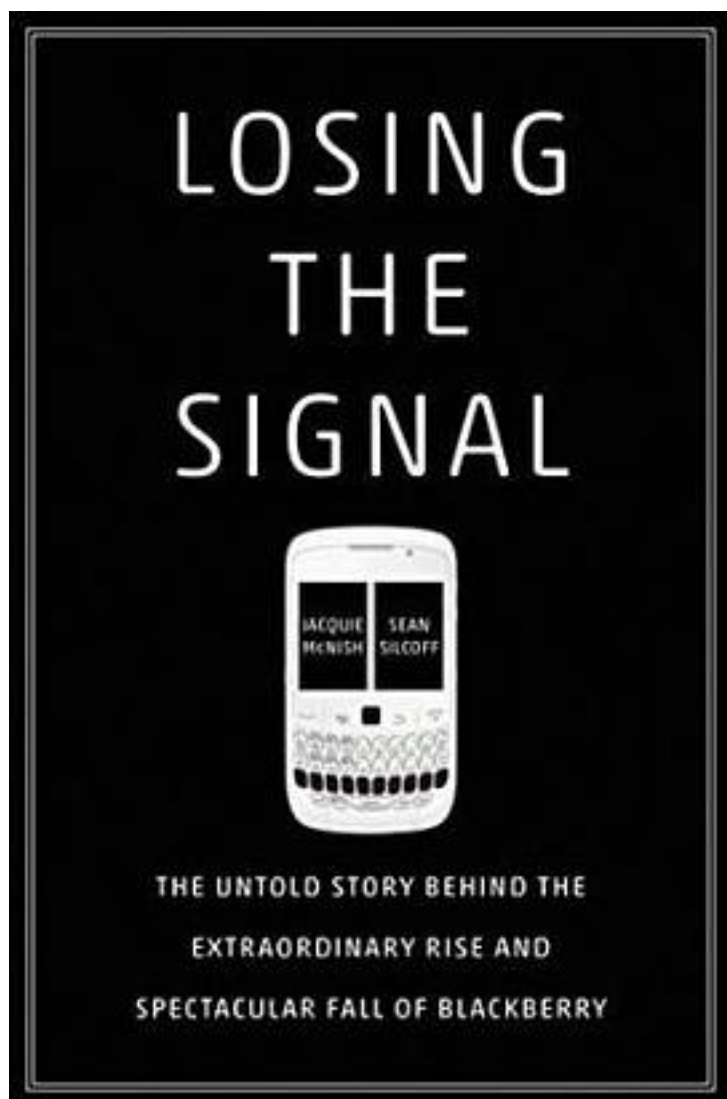


Losing the Signal



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著者:Jacquie McNish

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In 2009, BlackBerry controlled half of the smartphone market. Today that number is 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.

作者介绍:

JACQUIE MCNISH is a senior writer with the Globe and Mail and before that the Wall Street Journal. She has won seven National Newspaper Awards and is the author of three best-selling books, two of which won the National

Business Book award. She lives in Toronto with her husband and two sons.

SEAN SILCOFF is a business writer with the Globe and Mail and a two-time National Newspaper Award winner. He lives near Ottawa with his wife and three children.

目录:

[Losing the Signal_下载链接1](#)

标签

商业

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评论

There hasn't been such a corporate bio detailing the downfall of RIM/ BlackBerry. Full of management and strategic case studies.

短短几年内这样大起大落 还是很让人唏嘘的

我喜欢两种故事：新星的诞生，及巨星的陨落。简直是可以和 How the Mighty Fall 对照阅读。

无论你的公司做的有多大 都不要忘了innovation的重要性

非常好的案例教学材料。

If the rise and fall of blackberry teaches us anything it is that the race of innovation has no finish line, and that winners and losers can change places in an instant.

讲述黑莓的兴衰史. 非常唏嘘, 历史无数次证明被淘汰是那么突然和不可避免.

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书评

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