IT And the East
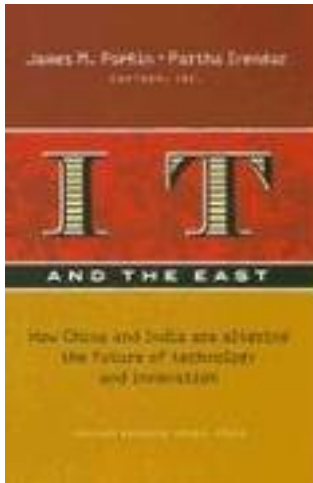
IT And the East_下载链接1_

著者:Popkin, James M./ Iyengar, Partha

出版者:Perseus Distribution Services

出版时间:2007-4

装帧:HRD

isbn:9781422103142

在线阅读本书

The center of gravity in the technology world has shifted east. Today, India and China are churning out some of the world's best-trained computer science and electrical engineering graduates. In both countries, consumer classes and domestic markets for technology have ballooned. Western high-tech firms are increasingly sourcing their products' assembly from India and China and the innovation that drives those products. Meanwhile, indigenous Indian and Chinese companies are creating intellectual property and innovations that will compete with those same Western companies. In "IT and the East", James M. Popkin and Partha Iyengar examine the vital questions these developments raise: What's the long-term impact of high-tech outsourcing? How will innovation be managed in the future? Can Western firms compete in Asian markets while protecting key intellectual property? Will the innovation engine inexorably shift east? What would such a shift mean for Western countries currently driving innovation? The authors also discuss the emerging alliances

between Indian and Chinese technology companies and outline the implications for Western businesses. Filled with extensive interviews with high-level executives, government officials, and academics from around the world, "IT and the East" is the first book to articulate the challenges that new business scenarios and capabilities in India and China pose for Western technology firms.

作者介绍:

James M. Popkin is a group vice president and Research Fellow in Gartner Research responsible for research content strategy in China, India, and Korea.

Partha Iyengar is an India-based research vice president at Gartner responsible for covering software development and global sourcing issues for clients world-wide.

目录: Part 1 - China:
China - Reality versus Perception;
China's IT Landscape Today;
Charting the Course for China to 2012
Part 2 - India:
India - Reality versus Perception;
India's IT Landscape Today;
Charting the Course for India to 2012
Part 3 - Chindia:
The Emerging Economy of Chindia;
The Case for Chindia Bloc;
Priorities Today for a Chindia Future
· · · · · · ([收起](#))

[IT And the East_下载链接1_](#)

标签

IT

评论

[IT And the East_下载链接1_](#)

书评

[IT And the East_下载链接1_](#)