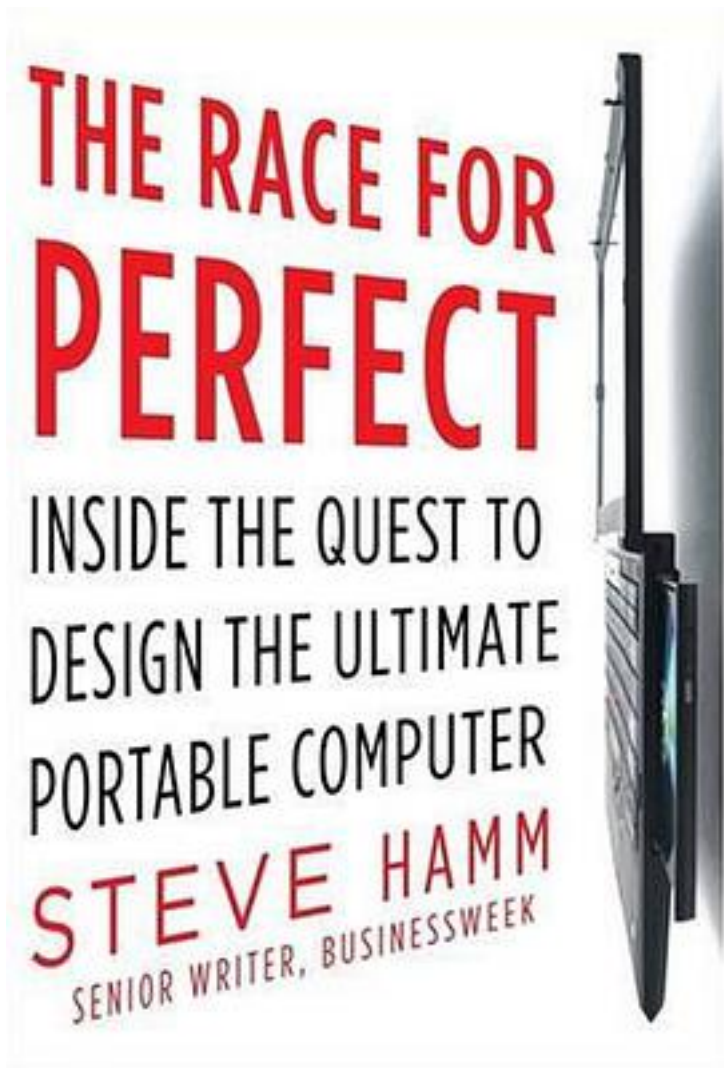# The Race for Perfect



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著者:Steve Hamm

出版者:McGraw-Hill

出版时间:2008-09-24

装帧:Hardcover

isbn:9780071606103

Personal computing has reshaped economies and industries, and is transforming how we express ourselves and relate to one another. The most personal of personal computers are the portables. We carry these gadgets with us wherever we go, whether they're laptops, smartphones, or the coolest new Web-surfing devices. The Race for Perfect tells the story of two generations of entrepreneurs, designers, and engineers as they have struggled to make ever-better portables. Steve Hamm takes the reader into a world where inspiration, design, engineering, and marketing come together to produce wave upon wave of the innovative products that we love to talk about and use. From the earliest days of portable computing, 40 years ago, entrepreneurs and designers have pushed forward relentlessly in a quest to create the perfect device. Their efforts have produced a few fabulous successes and many failures. But they never give up. They're driven by the basic rule of the tech industry: innovate or die. In addition to a fascinating read, The Race for Perfect offers valuable lessons for business people in any industry, revealing how they must INNOVATE constantly to differentiate their products CREATE design principles that are timeless INTEGRATE design and engineering so products are both useful and fun to use IMPROVE quality and convenience without compromise TAP social networks to turn customers into fans At the center of this tale is the story of a single product, Lenovo's ThinkPad X300 laptop. Lenovo, the first Chinese company to seek to establish a global consumer brand, bought IBM's PC division in 2005 primarily to get the company's storied ThinkPad laptops. The X300 was conceived as a "halo" product that would draw customers to Lenovo's entire line. Woven through The Race for Perfect is a case study of how this ambitious company, with teams in Japan, the United States, and China, marshaled its resources to pursue laptop perfection. As X300 came close to the finish line, it collided head-on with Apple's super-slim MacBook Air---with surprising results.

作者介绍:

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# 书评

作为一本介绍联想Thinkpad
X300(代号kodachi，日语"小太刀")诞生过程的书，根本没有揭示出这部神机的设计精髓，而是充满了不厌其烦的关于各种背景资料的罗嗦，让人怀疑作者是不是孙正平老师附体。总而言之，这原本是一个让geek们兴奋的主题，却成为了一本足以将他们催眠的书。...

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