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Platform Leadership How Intel Microsoft

Now platform wannabes including Palm, NTT, DoCoMo, and Linux are charging into the market. A new book, Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation, offers a framework that managers can use to design a strategy of platform leadership. PLUS: Q&A with Annabelle Gawer.

Platform Leadership: How Intel, Microsoft, and Cisco Drive ...

Intel's strategic principles for platform leadership The platform leadership strategy of Intel contained three major rules—sponsoring innovations in PC architecture, stimulating external innovations on complements, and finally, coordinating industrial innovation.

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Platform Leadership: How Intel, Microsoft, and Cisco Drive ...

Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Based on lessons from successful high-technology platform leaders, this book explains the dynamics of these highly complex and interconnected processes and partnerships.

Platform Leadership: How Intel, Microsoft, and Cisco Drive ...

In Platform Leadership , high-tech strategy experts Annabelle Gawer and Michael A. Cusumano reveal how Intel, Microsoft, and Cisco, as well as companies including Palm and NTT DoCoMo, have...

Platform Leadership: How Intel, Microsoft, and Cisco Drive ...

High-tech-strategy experts Annabelle Gawer and Michael A. Cusumano explain how the best in class, including Intel, Microsoft, and Cisco, establish and grow their dominant positions. Based on these in-depth case studies and on incisive analysis, the authors present a framework for designing and implementing a successful platform strategy.

Platform Leadership How Intel, Microsoft, and Cisco Drive ...

Review(s) of: Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation, by Annabelle Gawer and Michael A. Cusumano (2002), Boston, MA: Harvard Business School Press,

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(2003). Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Innovation: Vol. 5, No. 1, pp. 91-94.

Platform Leadership: How Intel, Microsoft, and Cisco Drive ...

Gawer and M.A. Cusumano, "Platform Leadership: How Intel, Microsoft and Cisco Drive Industry Innovation" (Boston: Harvard Business School Press, 2002). Our research consisted of approximately 80 interviews with Intel managers and engineers between 1997 and 2000, as well as interviews and analyses of publicly available materials on Intel and other companies.

The Elements of Platform Leadership

Platform leadership: how Intel, Microsoft, and Cisco drive industry innovation [Book Review] Article in IEEE Engineering Management Review 31(1):108- 109 · June 2003 with 217 Reads

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In "Platform Leadership", high-tech strategy experts Annabelle Gawer and Michael A. Cusumano reveal how Intel, Microsoft, and Cisco, as well as companies including Palm and NTT DoCoMo, have orchestrated industry innovations to support their products - and, in the process, established dominant market positions. Based on these in-depth case studies and on incisive analysis, the authors present ...

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9781578515141 - Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation - Harvard Business School Press, 2002 - 305 pages - It is the fundamental challenge of the high-tech sector: A firm must innovate internally to succeed-yet its success may equally depend

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Platform Leadership: How Intel, Microsoft, and Cisco Drive ...

What is Platform Leadership ? In today's business world, no company is an island. Straightforward supply chains of yesterday have given way to interconnected industry ecosystems. Platforms emerge, and with them, platform leaders, who drive coalitions of firms who innovate around a platform.

Platform Leadership.

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This insightful book looks at how companies build a businesses on "network effects". The key case studies are MS, Intel and Cisco. If I had to summarize this book in 1 sentence: build a platform and a business model where multiple companies can add value and be profitable (constellation of ISVs, VARs and Service Providers).

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Cisco became a platform leader because it provided much of the infrastructure hardware and

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software for the Internet. Unlike Intel or Microsoft, however, Cisco champions open standards. Its entire growth strategy and platform leadership strategy can be summed up in one word: acquisitions.

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