

Read PDF Piloting Palm The Inside Story Of Palm Handspring And The Birth Of The Billion Dollar Handheld Industry modernh.com

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The definitive behind-the-scenes story of the visionary team that launched the handheld industry. Palm insider Andrea Butter and New York Times columnist David Pogue -- with full, exclusive cooperation of the company's founders and more than fifty key Palm and Handspring executives -- tell the riveting tale of the start of an industry constantly in the headlines. The origins of this volatile industry began with the tiny team who beat staggering odds to turn the PalmPilot into a billion-dollar market and later took their ultimate vision to Handspring, now Palm's most powerful rival. Many of today's current events relating to the competition in this industry are forecasted in this important business drama. The authors take an unprecedented look at how the visionary founders of the industry led one of the most successful startups in history to succeed against all odds-including a shoestring budget, shortsighted corporate partners, and competition from Microsoft. The roller-coaster ride is full of insight into the bumbles of venture capitalists, the allure and pitfalls of partnerships with giant corporations, and the steely determination needed to maintain entrepreneurial and visionary independence. With gripping accounts of the last-minute crises that almost torpedoed the PalmPilot on the eve of its unveiling, and the triumphant, unprecedented reception of Palm in the marketplace, as well as the glimpses into the future of this industry, this book is as entertaining as it is instructional. Key revelations include: * The principles of business, economy, and product design that led Palm to succeed where billion-dollar corporations like Apple, Motorola, and Casio had failed. * Important moments in technological development of the handheld such as the secret "Easter egg," a software surprise planted in the Palm software that nearly sank launch plans. * Unique insight into the showdown with Microsoft, and 3Com's tragic decision not to make Palm independent that led Palm's founder Jeff Hanwkins and CEO Donna Dubinsky to take their vision elsewhere. * The ongoing competition between Palm and Handspring. The new rivals to contend with including Sony.

Written just for lawyers, it addresses real-life problems lawyers face each and every day, and provides new tips and tricks for getting the most out of Palm applications. This book is packed with important how-to information.

We are facing a future of unbounded complexity. Whether that complexity is harnessed to build a world that is safe, pleasant, humane and profitable, or whether it causes us to careen off a cliff into an abyss of mind-numbing junk is an open question. The challenges and opportunities--technical, business, and human--that this technological sea change will bring are without precedent. Entire industries will be born and others will be laid to ruin as our society navigates this journey. There are already many more computing devices in the world than there are people. In a few more years, their number will climb into the trillions. We put microprocessors into nearly every significant thing that we manufacture, and the cost of routine computing and storage is rapidly becoming negligible. We have literally permeated our world with computation. But more significant than mere numbers is the fact we are quickly figuring out how to make those processors communicate with each other, and with us. We are about to be faced, not with a trillion isolated devices, but with a trillion-node network: a network whose scale and complexity will dwarf that of today's Internet. And, unlike the Internet, this will be a network not of computation that we use, but of computation that we live in. Written by the leaders of one of America's leading pervasive computing design firms, this book gives a no-holds-barred insiders' account of both the promise and the risks of the age of Trillions. It is also a cautionary tale of the head-in-the-sand attitude with which many of today's thought-leaders are at present approaching these issues. Trillions is a field guide to the future--designed to help businesses and their customers prepare to prosper, in the information.

Do these comments sound familiar? We would love to be more innovative, but we don't have the resources. Innovation works in some companies; we just aren't that creative. We get some good ideas, but nothing ever happens with them. Unfortunately, they reflect the general perception and environment for innovation in many firms today. In Lean Innovation: Unde

The ability to interface patient monitors directly to a computer, and generate a clinical record has existed for over 20 years. However, the acceptance of comprehensive electronic medical records in anesthesia has been slow to develop. Experts anticipate this reluctance is changing because of enhanced patient care through the use of detailed health information record systems. Anesthesia Informatics provides the health informatician and administrator with a comprehensive overview of this blossoming technology. With contributions from leaders in the field, this user-friendly guide addresses how this technology has enhanced both the need for and the ability to collect and apply data in an acute care setting. It also offers invaluable insight on the business implications and the rationales required to make a purchase decision. Each section outlines need to know information to help the reader with the implementation and utilization of an Anesthesia Information Management System. Useful case scenarios focus on the ideal components (anesthesia record, business rationale, communication, collaboration, and training) of a fully automated record-keeping system.

As a co-founder of Symbian and former executive of Psion Software, David Wood has been actively involved in well over 100 smartphone development projects worldwide. Over the time spent on these projects, he has come to understand the key issues which determine the difference between successful and unsuccessful projects for Symbian OS. This book highlights and explains: How to tame the awesome inner complexity of smartphone technology Optimal project team organisation, combining agility and reliability The design and the philosophy behind key features of Symbian OS The potential trouble spots of smartphone integration, testing, and optimisation How to receive the full benefit of the diverse skills in the extensive Symbian partner ecosystem The methods that are most likely to deliver commercial success when using Symbian OS The wider significance of Symbian OS skills and expertise in the evolving mobile marketplace The particular importance of software leaders in bringing breakthrough smartphone products to the market

" "Computerization movement" (CM) refers to a special kind of social and technological movement that promotes the adoption of computing within organizations and society. Through theoretical analyses, systematic empirical studies, field-based studies, and case studies of specific technologies, the book shows CMs to be driven by Utopian visions of technology that become part of the "ether" within society. The empirical studies presented here show the need for designers, users, and the media to be aware that CM rhetoric can propose grand visions that never become part of a reality and reinforce the need for critical and scholarly review of promising new technologies."--Back cover.

In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: Where ideas come from The true history of history Why most people don't like ideas How great managers make ideas thrive The importance of problem finding The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Sets us free to try and change the world."--Guy Kawasaki, Author of Art of The Start "Small, simple, powerful: an innovative book about innovation."--Don Norman, author of Design of Everyday Things "Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the cliches that surround the process of innovation."--Scott Rosenberg, author of Dreaming in Code; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of The Inmates are Running the Asylum "Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of The Ten Faces of Innovation

This book presents a model of the leadership process that identifies which factors create an effective leader at different points in the organisation's lifecycle and which forces act as moderators to that effectiveness. The dimension of how the dynamics of leadership play out over time is what distinguishes this work from previous books on leadership.

Tech is back! And job seekers now have a place to go to get the inside scoop on the top software, hardware, communications equipment and other tech employers. This Vault Guide's second edition provides business profiles, hiring and workplace culture information at more than 40 top employers, including Microsoft, Oracle, Dell, IBM, Cisco and more.

In today's world, it's no longer enough to create great new products; rather companies now must create whole new categories that destroy old ones. Uber created a new personal transportation category and destroyed taxis and limos. Salesforce.com created a new category of cloud-base sales automation, dethroning the old CRM industry. Airbnb, Workday, Tesla and Netflix are all winning by creating entirely new business categories that destabilise old ones. The category is the new strategy. The conclusion: If you want to build a legendary company, you need to design and build a legendary category at the same time, and dominate it over time. Your company needs to be a Category King. And if you don't design a Category King, you're creating a failure. Drawing on examples from within and beyond our own practice, PLAY BIGGER shows both

entrepreneurs and established enterprises how to define, develop and rule a category over time.

Made to Break is a history of twentieth-century technology as seen through the prism of obsolescence. Giles Slade explains how disposability was a necessary condition for America's rejection of tradition and our acceptance of change and impermanence. This book gives us a detailed and harrowing picture of how, by choosing to support ever-shorter product lives, we may well be shortening the future of our way of life as well.

There has been some solid work done in the area of User-Centered Design (UCD) over the last few years. What's been missing is an in-depth, comprehensive textbook that connects UCD to usability and User Experience (UX) principles and practices. This new textbook discusses a theoretical framework in relation to other design theories. It provides a repeatable, practical process for implementation, offering numerous examples, methods, and case studies for support, and it emphasizes best practices in specific environments, including mobile and web applications, print products, as well as hardware.

Give your business the chance to be one of those that make it.";Mullins has hit the nail on the head. The New Business Road Test for the first time successfully defines the starting point for a business. He delivers a clear and concise road map for anyone wondering whether they have a good business idea and what to do about it. I wish it had been given to every entrepreneur who appeared before me on Dragon's Den.";Doug Richard, Dragon on Dragon's Den ";Mullins' New Business Road Test provides the entrepreneurial equivalent to the proverbial 'sleeping policeman' on the Sunday drive: the necessary jolt of reality for those hanging on to the belief that value is created on a computer spreadsheet or a fancy PowerPoint presentation. The business plan is the road map between idea and sustainable business, and John offers the most valuable journey planner available.";Benoit Leleux, Professor of Entrepreneurship & Finance, IMD, Lausanne, Switzerland ";We work with hundreds of CEOs reviewing their investor pitches. The truth is that all businesses, even those already funded, can improve their business models and their road show presentation to investors or strategic partners. Good entrepreneurs understand that their emerging business remains 'work in progress'. Even on the road, they work the map. We recommend that all new entrepreneurs look at John's excellent new business road maps before hitting the ground.";William Stevens, E-Unlimited Got an idea for a new business? Take it for a road test to make sure it works before you invest valuable time and money in it. Most new businesses fail. Why? Because no matter how talented you are, no matter how much capital you have, no matter how good your business plan is, if you're pursuing a 'lousy business' -- a fundamentally flawed opportunity -- you're on the fast-track to failure. The new edition of this best-selling book will help you to road test your idea, making sure that the business you build is based on a winning concept. It will enable you to invest your time and money wisely and pitch to investors and customers with confidence. No budding entrepreneur should leave the day job or face an investor without having read this book.

Автор освещает все универсальные аспекты управления проектами, основываясь на опыте своей работы в IT-индустрии. Тем Книга будет полезна руководителям отделов, проектов, тимлидам из любой отрасли.

Weshalb verschieben sich Release-Termine ständig? Warum funktioniert die Team-Kommunikation zwischen Designern, Entwicklern und Marketing nicht? Wie kommt man auf wirklich kreative Ideen? Und was tun, wenn etwas schief geht? Wenn Sie sich Fragen wie diese schon oft gestellt haben - Scott Berkun hat die Antworten für Sie. Mit Humor und scharfem Blick beleuchtet der erfahrene Autor und Projektmanager die klassischen Aufgaben, Herausforderungen und Mechanismen des IT-Projektmanagements. Von der fachkundigen Planung über die zielgerichtete

Team-Kommunikation bis hin zum erfolgreichen Projektabschluss - hier erhalten Sie kompetente Einblicke in die Realität der Projektleitung. Projekte realistisch planen Entdecken Sie, welche ersten Schritte das Projekt erfolgreich starten, wie man solide Zeitpläne entwickelt und gute Visionsdokumente und Spezifikationen schreibt, wie neue Ideen entstehen und was man aus ihnen machen kann. Teams effektiv führen Erhalten Sie Einblicke in die erfolgreiche Teamleitung: Lernen Sie, wie man die Team-Moral kultiviert, konfliktfrei kommuniziert, Meetings optimal gestaltet und den Spaß am Projekt steigert. Neu in der überarbeiteten Auflage Die zweite, komplett überarbeitete Auflage wurde um Übungsteile am Ende jedes Kapitels erweitert. Dadurch kann der Leser durch über 120 Übungen die Kapitelinhalte praxisnah erschließen und vertiefen.

A Library Journal Best Book of the Year Tech-guru Brian McCullough delivers a rollicking history of the internet, why it exploded, and how it changed everything. The internet was never intended for you, opines Brian McCullough in this lively narrative of an era that utterly transformed everything we thought we knew about technology. In How the Internet Happened, he chronicles the whole fascinating story for the first time, beginning in a dusty Illinois basement in 1993, when a group of college kids set off a once-in-an-epoch revolution with what would become the first "dotcom." Depicting the lives of now-famous innovators like Netscape's Marc Andreessen and Facebook's Mark Zuckerberg, McCullough also reveals surprising quirks and unknown tales as he tracks both the technology and the culture around the internet's rise. Cinematic in detail and unprecedented in scope, the result both enlightens and informs as it draws back the curtain on the new rhythm of disruption and innovation the internet fostered, and helps to redefine an era that changed every part of our lives.

This carefully edited book contains contributions of prominent and active researchers and scholars in the broadly perceived area of intelligent systems. The book is unique both with respect to the width of coverage of tools and techniques, and to the variety of problems that could be solved by the tools and techniques presented. The editors have been able to gather a very good collection of relevant and original papers by prominent representatives of many areas, relevant both to the theory and practice of intelligent systems, artificial intelligence, computational intelligence, soft computing, and the like. The contributions have been divided into 7 parts presenting first more fundamental and theoretical contributions, and then applications in relevant areas.

How do the most extraordinary entrepreneurs create a bold vision for the future-and follow through against all setbacks? Visionaries like Steve Jobs and Thomas Edison are the stuff of legend. Yet we still fumble in describing what they actually do. Drawing on recent insights from neuroscience about the roles that intuition, emotional intelligence, and courage can play, Ten Steps Ahead reveals what makes visionaries tick and how they develop and use their extraordinary powers. We learn, for instance, ? how Richard Branson had the insight to trademark Virgin Galactic in the early 1990s, when private spaceflight was science fiction ? how Richard Feynman made breakthroughs in quantum mechanics by pretending he was an electron ? why Jeff Hawkins walked around with a block of wood and a chopstick to help design the first Palm Pilot Erik Calonijs, who has interviewed many of the greatest living visionaries across disciplines and industries, weaves together their stories, highlights their shared attributes, and draws on science to help us understand what sets them apart and shows how we too can see (and make) the future. It's not that some people can magically see opportunities-it's that the rest of us are blind to the ones around us.

Das vorliegende Buch gibt einen umfassenden praxisorientierten Einblick in die frühen Phasen von Innovationsprozessen, deren Vorgaben funktionale Eigenschaften von Produkten und Kosten bereits zu einem Großteil festlegen. Die 2. Auflage ist komplett überarbeitet und um weitere

Beiträge ergänzt, die den rasanten Erkenntnisfortschritt der letzten vier Jahre widerspiegeln.

Despite recent advances in our understanding of how innovation and entrepreneurship impact the creation and appropriation of value, numerous questions remain unanswered. This volume draws together scholars working at the forefront of entrepreneurship-, strategy-, and innovation-related domains to explore these questions.

Wir Menschen sind heute nicht mehr die Einzigen, die lesen und schreiben – Computer tun es auch. Nach Jahrtausenden des Monopols über die Schrift mussten wir diese Bastion im 21. Jahrhundert räumen – eine Entwicklung, die Douglas Engelbart, der Erfinder der Computermaus, schon 1968 vorhergesehen hat. Dieses Buch zeigt, wie sich Lesen und Schreiben ändern, wenn der Computer uns diese Kulturtechniken immer mehr abnimmt. Wie wirkt sich dies auf Bücher, Bibliotheken und Verlage, auf Schule und Universität, auf Presse und Zensur aus? Welche künftigen Veränderungen auf dem Weg hin zu einer »Digitalkultur« lassen sich derzeit voraussagen? Wie können wir verhindern, dabei zum Spielball der technischen Evolution zu werden? Engelbarts Traum muss heute neu gedeutet werden, soll er sich nicht in einen Albtraum verwandeln.

ROAD TEST YOUR IDEA BEFORE YOU LAUNCH YOUR LEAN START-UP Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it? No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure. So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working. Now in its fifth edition, The New Business Road Test is the essential handbook for anyone wanting to launch a start-up. The new and fully updated case studies – Ella's Kitchen, Whole Foods, eBay and more – and 'seven domains' framework will help you avoid impending disaster and enhance your chances of achieving your entrepreneurial dreams. This book will help you answer the live-or-die questions: · Are the market and industry attractive? · Does the opportunity offer both customer benefits as well as competitive and economic sustainability? · Can you deliver the results you seek? The accompanying app (available on iTunes and Android) makes it easy to assemble all the evidence you need for your road test, wherever you are.
www.newbusinessroadtest.com

"If I had this book 10 years ago, the FBI would never have found me!" -- Kevin Mitnick This book has something for everyone---from the beginner hobbyist with no electronics or coding experience to the self-proclaimed "gadget geek." Take an ordinary piece of equipment and turn it into a personal work of art. Build upon an existing idea to create something better. Have fun while voiding your warranty! Some of the hardware hacks in this book include: * Don't toss your iPod away when the battery dies! Don't pay Apple the \$99 to replace it! Install a new iPod battery yourself without Apple's "help" * An Apple a day! Modify a standard Apple USB Mouse into a glowing UFO Mouse or build a FireWire terabyte hard drive and custom case * Have you played Atari today? Create an arcade-style Atari 5200 paddle controller for your favorite retro videogames or transform the Atari 2600 joystick into one that can be used by left-handed players * Modern game systems, too! Hack your PlayStation 2 to boot code from the memory card or modify your PlayStation 2 for homebrew game development * Videophiles unite! Design, build, and configure your own Windows- or Linux-based Home Theater PC * Ride the airwaves! Modify a wireless PCMCIA NIC to include an external antenna connector or load Linux onto your Access Point * Stick it to The Man! Remove the proprietary barcode encoding from your CueCat and turn it into a regular barcode reader * Hack your Palm! Upgrade the available RAM on your Palm m505 from 8MB to 16MB · Includes hacks of today's most popular gaming systems like Xbox and PS/2. · Teaches readers to unlock the full entertainment potential of their desktop PC. · Frees iMac owners to enhance the features they love and get rid of the ones they hate.

55 innovation principles and techniques.

Look around your organization: can you identify who owns project management? Would that person appreciate that they own responsibility for your projects? **Project Leadership: Creating Value with an Adaptive Project Organization** highlights the importance of these questions—underlining the importance not only of the project team but on the culture of executive leadership to the success of projects. It offers straight-forward takeaways and solutions to provide executives with the tools to implement an effective project environment. The book begins with a discussion of the project environment and what it means for a project to succeed or fail in today's world. It introduces the Adaptive Project Management Model followed by a review of the systems and tools that give firms increasing ability to maintain priority on strategic projects and manage their associated uncertainty. Working through the book, you can progressively apply tactics from each chapter to increase your project leadership capability and improve your process so that your projects adapt as required depending on the nature of the portfolio itself. Ask yourself this—what is my customer buying? What do they really want? The one element that all organizations have in common is that customers are buying execution, and not much else. Therefore, ultimately, this book is about execution—getting things done and making things happen. It details methods and tactics that help you execute projects more effectively and give your organization the edge in the current, fast-paced marketplace.

How the computer became universal. Over the past fifty years, the computer has been transformed from a hulking scientific supertool and data processing workhorse, remote from the experiences of ordinary people, to a diverse family of devices that billions rely on to play games, shop, stream music and movies, communicate, and count their steps. In **A New History of Modern Computing**, Thomas Haigh and Paul Ceruzzi trace these changes. A comprehensive reimagining of Ceruzzi's **A History of Modern Computing**, this new volume uses each chapter to recount one such transformation, describing how a particular community of users and producers remade the computer into something new. Haigh and Ceruzzi ground their accounts of these computing revolutions in the longer and deeper history of computing technology. They begin with the story of the 1945 ENIAC computer, which introduced the vocabulary of "programs" and "programming," and proceed through email, pocket calculators, personal computers, the World Wide Web, videogames, smart phones, and our current world of computers everywhere—in phones, cars, appliances, watches, and more. Finally, they consider the Tesla Model S as an object that simultaneously embodies many strands of computing.

A disruptive technology is a technology or innovation that results in worse product performance different from the expected or predicted performance; an example is that the Internet accessible mobile phone was thought to be a portable substitute for the PC—the actual applications of mobile phones are far different from this. Describes business models, user needs, and key technologies to create long-term strategies that are profitable in both the long- and short-term

This book reports on advanced theories and cutting-edge applications in the field of soft computing. The individual chapters, written by leading researchers, are based on contributions presented during the 4th World Conference on Soft Computing, held May 25-27, 2014, in Berkeley. The book covers a wealth of key topics in soft computing, focusing on both fundamental aspects and applications. The former include fuzzy mathematics, type-2 fuzzy sets, evolutionary-based optimization, aggregation and neural networks, while the latter include soft computing in data analysis, image processing, decision-making, classification, series prediction, economics, control, and modeling. By providing readers with a timely, authoritative view on the field, and by discussing thought-provoking developments and challenges, the book will foster new research

directions in the diverse areas of soft computing.

This eBook bibliography on the history of the personal computer and the industry contains over 280 book notations and over 250 periodical notations. It also contains a reprint of an article by the author entitled "What Was the First Personal Computer?"

The notion of Minimalism is proposed as a theoretical tool supporting a more differentiated understanding of reduction and thus forms a standpoint that allows definition of aspects of simplicity. Possible uses of the notion of minimalism in the field of human-computer interaction design are examined both from a theoretical and empirical viewpoint, giving a range of results. Minimalism defines a radical and potentially useful perspective for design analysis. The empirical examples show that it has also proven to be a useful tool for generating and modifying concrete design techniques. Divided into four parts this book traces the development of minimalism, defines the four types of minimalism in interaction design, looks at how to apply it and finishes with some conclusions.

Behind the Screen unveils Nokia's phenomenal success story through people, business initiatives and products. The book explores key moments, key technologies and key managers who contributed to the company's growth to become the world's favorite mobile phone brand. In the 1990s, Nokia outrivaled the traditional telecommunications companies Motorola and Ericsson by introducing innovative products that allowed personalization and gaming, and by exploiting new technologies which created businesses that didn't exist before, such as ringtones. Once the dot-com bubble had burst and 3G licence bidding had driven the industry into a downturn, Nokia faced new competition. Microsoft challenged Nokia in software, and Samsung and LG in hardware. Yet, Nokia was thriving as the competition heated up. It wasn't enough, because the biggest disruption in mobile communications was yet to come - the Internet. After Apple introduced the iPhone, Google gave away an open-source operating system for smartphones, and Skype generated revenues from a free telephone service, it wasn't enough for Nokia just to crank out products for the vast Indian market or tailor phones for AT&T or Vodafone. The industry had changed irrevocably. Whereas people in established markets wanted to access their favorite social networking services like Facebook or Twitter using a mobile device, people in emerging markets needed their first e-mail accounts. That's where Nokia's strategic Internet service Ovi came in. Behind the Screen unfolds the stories of businesses and technologies that Nokia created and turned into global successes or into miserable failures. It might be impossible to replicate Nokia's success, but the stories offer valuable nuggets on how to thrive in global markets.

Offers a collection of essays on philosophies and strategies for defining, leading, and managing projects. This book explains to technical and non-technical readers alike what it takes to get through a large software or web development project. It does not cite specific methods, but focuses on philosophy and strategy.

A battle is being fought within corporations. Shareholders want managers to make their shares as valuable as possible, managers want shareholders to leave them alone, and the board of directors is caught in the middle. The Firm Divided shows how strong boards persuade managers to do what's best for shareholders-and why weak boards don't. Graeme Guthrie blends the stories of particular firms and individuals with the insights of scholarly research, enhancing understanding of how seemingly separate events are consequences of the separation of ownership and control, the ultimate cause of manager-shareholder conflict. Boards of directors can affect the outcome of this conflict by

monitoring managers, providing incentives for managers to work in shareholders' best interests, delegating monitoring to outside parties, and influencing the effectiveness of the market for corporate control. How directors do this depends on how they weigh their fiduciary duty to shareholders against the close ties that bind them to senior executives. *The Firm Divided* provides conceptual insight, underpinned by research into corporate governance, into board-manager interactions. It shows how tools that can benefit shareholders when used by strong boards can actually harm shareholders when used by weak boards. Guthrie provides a 360 degree view of firms, exploring the ways in which each player pursues their own goals, with examples from a range of firms in diverse industries.

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