



Nokia s Smartphone Problem: The End of an Icon? (Paperback)

By Majeed Ahmad

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.What happened to one of the most celebrated corporate champions from the tiny Finland? Is Nokia the next Kodak? How the Finnish mobile phone giant reached this crossroads? The book chronicles Nokia s lost decade in which the venerable handset champion found itself in the clutches of a vicious cycle. Nokia s Smartphone Problem delves into one strategic blunder after another to offer a vivid account of this tale of management indecision. It provides a riveting look at how this comedy of errors took one of the world s most global companies to a near-death experience. Nokia s Smartphone Problem is written to educate and inform managers in the IT, wireless, and consumer electronic industries. It s a groundbreaking book that delves in the past, present, and future of Nokia and smartphone business at large to find all the pertinent answers regarding smartphone product development cycle. That translates into a detailed treatment of smartphone industry s business models and basic building blocks like hardware, operating systems, apps and ecosystems. And that makes the book a must-read for managers tasked with...



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