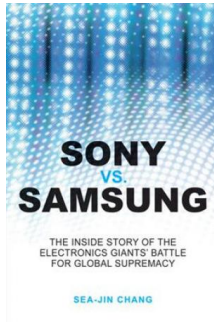


Download eBook

SONY VS SAMSUNG



John Wiley & Sons, 2008. Paperback. Book Condition: New. 16.1 x 22.5 cm. "In 2002 a milestone occurred in the electronics industry. The market capitalization of Sony fell below that of Samsung for the first time. Why did the performance of Sony, which once dominated the global electronics industry, drop so rapidly while Samsung emerged from nowhere?" "This book from leading business professor Sea-Jin Chang compares key strategic decisions by Sony and Samsung with respect to technology, marketing, organizational infrastructure,...

Download PDF Sony vs Samsung

- Authored by Sea-Jin Chang
- Released at 2008



Filesize: 2.12 MB

Reviews

This ebook will be worth buying. It usually fails to charge too much. You will not sense monotony at at any time of your time (that's what catalogs are for regarding when you check with me).

-- **Retha Frami V**

Completely essential study publication. Better then never, though i am quite late in start reading this one. I am very easily could get a delight of reading a composed publication.

-- **Marilyne Macejkovic**

Related Books

- [Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package](#)
- [Who Am I in the Lives of Children? an Introduction to Early Childhood Education with Enhanced Pearson Etext -- Access Card Package](#)
- [Electronic Dreams: How 1980s Britain Learned to Love the Computer](#)
- [Dom's Dragon - Read it Yourself with Ladybird: Level 2](#)
- [No Friends?: How to Make Friends Fast and Keep Them](#)