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Digital Wars: Apple, Google, Microsoft and the Battle for ...

"[T]races the digital wars between Apple, Google, and Microsoft since 1998 related to antitrust, search engines, digital music, smartphones, and tablets. This edition incorporates information on recent developments and competitors like Samsung and a new chapter on how China has become one of the world's biggest smartphone producers."

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Digital Wars looks at Apple, Google and Microsoft, and how each of them have been reacting to the digital age. Microsoft established its

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dominance early on, but Google has overtaken it since then, and Apple has turned out to be a formidable contender.

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'Digital Wars' assesses who will be the victor and what the implications are for business, individuals and society. Accessible and comprehensive, it looks at the very different cultures of each business, the iPhone, Android, iPods (mobile music) and the browser and apps battles

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Digital Wars : Apple, Google, Microsoft and the Battle for ...

Charles Arthur has been the technology editor for The Guardian since 2005, and his 'Digital Wars' is a highly readable account of the evolution since 1990 of that part of the technology industry that focuses on consumer products involving search, digital music,

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smartphones and tablets. This evolution is given dramatic context by being framed within an account of a series of battles between the protagonists competing to control access by consumers to digital information and services.

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Full E-book Digital Wars: Apple, Google, Microsoft and the ...

The first time that Apple, Google and Microsoft found themselves sharing the same digital space was 1998. They were radically different companies and they would subsequently fight a series of pitched battles for control of different parts of the digital landscape. They

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could not know of the battles to come. But they would be world-changing.

Digital wars : : Apple, Google, Microsoft and the battle ...

I follow Charles Arthur's writings both on the Guardian and on social media. So, I pre-ordered his book 'Digital Wars'. Here is a brief review. The book essentially covers the strategies of Apple, Google and Microsoft and their relative competitive positioning over the crucial span of time between 1990s and the death of Steve Jobs.

Digital Wars: Apple, Google, Microsoft and the Battle for ...

The first time that Apple, Google and Microsoft found themselves sharing the same digital space was 1998. They were radically different companies and they would subsequently fight a series of pitched battles for control of different parts of the digital landscape. They could not know of the battles to come. But they would be world-changing.

Digital Wars - Kogan Page

In *Digital Wars: Apple, Google, Microsoft, and the Battle for the Internet* he surveys the gamut of today's digital landscape as a series of pitched battles among these companies and their very ...

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Book review: Digital Wars | ZDNet

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The first time that Apple, Google and Microsoft found themselves sharing the same digital space was 1998. They were radically different companies and they would subsequently fight a series of pitched battles for control of different parts of the digital landscape. They could not know of the battles to come. But they would be world-changing.

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Digital Wars: Apple, Google, Microsoft and the battle for the internet. When it comes to the digital space, who creates the demand,

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is it the consumers or the key players? The virtual landscape is a very exciting space to be in; seems like one can do almost anything on the internet these days.

Digital Wars audiobook: Apple Google Microsoft and the ...

Apple vs. Google vs. Microsoft: Battle for digital supremacy. ... This article is reprinted from the book *Digital Wars: Apple, Google, Microsoft & the Battle for the Internet*, ...

Apple vs. Google vs. Microsoft: Battle for digital ...

The first time that Apple, Google and Microsoft found themselves sharing the same digital space was 1998. They were radically different companies and they would subsequently fight a series of pitched battles for control of different parts of the digital landscape. They could not know of the battles to come. But they would be world-changing.

Digital Wars: Apple, Google, Microsoft and the Battle for ...

It seemed unfathomable that Jobs would lose two battles the same way a generation apart. But with so many similarities between the two dogfights -- Microsoft vs Apple, Apple vs Google -- it was ...

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Which of Apple, Google and Microsoft had an office with a "drawer of broken dreams" ---and what (real) objects lay inside it?

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