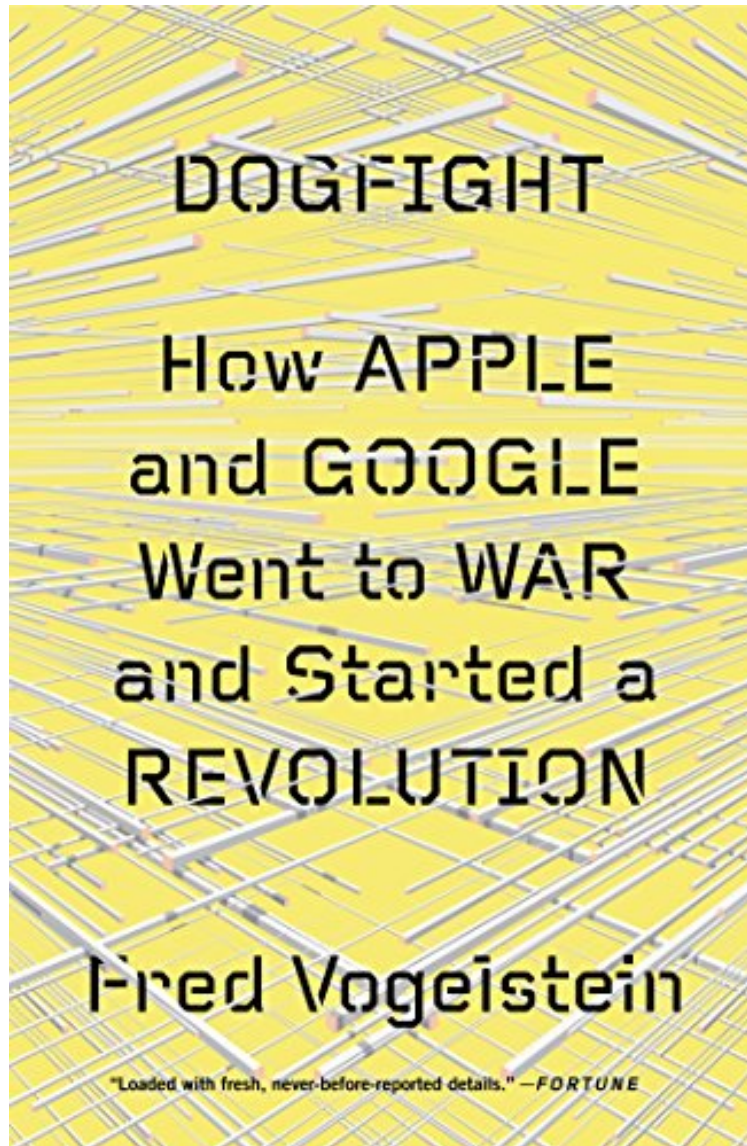


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Dogfight: How Apple and Google Went to War and Started a Revolution

Fred Vogelstein

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Fred Vogelstein : Dogfight: How Apple and Google Went to War and Started a Revolution before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dogfight: How Apple and Google Went to War and Started a Revolution:

26 of 27 people found the following review helpful. Nice first part, scattered towards the end By Partha The first part of the book deals with the product-development war between Apple and Google. Very dramatic, insightful and well-

written. Apart from the dramatic work stories from the insiders at Google and Apple, it also covers a number of strategic non-trivial points, and is a very good read. The last part opens up a general topic of 'where is the revolution headed' and describes the current relationship tension between the media companies (who provides content) and the 'internet' companies (who are increasingly providing the platform, e.g. Netflix). Typically, this part should be a book by itself, if it has to rise above what most people already know. The treatment of this topic in the book is weak, and makes for a scattered last part. 11 of 11 people found the following review helpful. A must read - great background and story telling in a drama that is still unfolding. By Quoc Tran I read this on a recent flight and highly recommend it. As someone who was at many of Apple's product launches, I'm impressed by the unofficial stories that the author was able to unearth. This is a thoughtful, deeply researched, and enjoyable book to read. 1 of 1 people found the following review helpful. Very Interesting Book!!! By Cece The book chronicles the actions that led to the Apple/Google war. The book gives details of the struggles and accomplishments by each company in regards to each important product they launched. The book also highlights the relationship between Google owners (Brin, Page and Schmidt) and Apple founder (Steve Jobs). It reveals each person's character and the method in which they run their companies. The fallout between both parties is an important lesson to entrepreneurs. When business is involved, you can't rely on friendship or loyalty; and protecting your ideas by the law (patents, copyrights, etc.) is very important if you want the credit that you deserve. I'm not a person that likes to read; actually I can't remember the last time I read a book, but this book was very interesting. I learned a lot about the products I use every day. I have an iPod Touch and a Samsung Galaxy S3; and to learn about the process of developing these products was very informational. I'm not a tech person but I understand the difficulties of technology and the sacrifice it takes to advance the market. The book kept me interested. With each chapter I wanted to know what would happen next. I can't say that this book will make me want to read more but I will say I am going to recommend this book to others. I'm a University of Baltimore student enrolled in the Entrepreneurship course and this was my recommended reading.

Behind the bitter rivalry between Apple and Google—and how it's reshaping the way we think about technology The rise of smartphones and tablets has altered the industry of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the mobile marketplace but in the courts and on screens around the world. Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In *Dogfight*, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outsize personalities like Steve Jobs, Apple's now-lionized CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. *Dogfight* reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops. It's about who will control the content on those devices and where that content will come from—about the future of media and the Internet in Silicon Valley, New York, and Hollywood.

From Booklist The smartphone and tablet computer have revolutionized personal computing to such an extent that they have caused waves of disruptions across numerous industries, decimating sales of laptops and giving consumers more choices than ever to have TV, movies, and the Internet on their own terms. The PC platform wars of the 1990s between Apple and Microsoft Windows may mirror the current fight for dominance over the smartphone market between Apple's iPhone and Google's Android, but today the stakes are higher and the battle more personal, to the extent where the fight has become "one of the nastiest, longest, and most public business battles in a generation." Vogelstein, a contributing editor for *Wired* magazine in San Francisco, dissects the boardroom meetings, technological hurdles, product unveilings, courtroom battles, backstabbing, temper tantrums, and even the effect that Steve Jobs's illness and untimely death has had on the rapidly changing landscape of mobile computing as well as on Apple's prospects going forward. He cuts through the technological jargon and relates a succinct and compelling story, leaving value judgments up to the reader. --David Siegfried "In *Dogfight*, Fred Vogelstein deploys interviews with executives and key engineers from both companies to tell a refreshing inside story. If anyone wants to see why Silicon Valley still dominates global innovation, start here." —Nature "Loaded with fresh, never-before-reported details." —Fortune "Adept and well-reported . . . Colorful." —The New Yorker "Engaging and informative." —The Boston Globe "Old-school journalism that has plenty to say about the new media and how we absorb information today." —Kirkus