

## Platform Leadership How Intel Microsoft And Cisco Drive Industry Innovation

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Platform Leadership, by Annabelle Gawer and Michael A. Cusumano, examines how a handful of firms has maximized this position--or are attempting to do so--and proposes a framework that other businesses can use to establish similar game plans. Combining original research with analysis that draws upon their experiences as professors specializing in high-tech strategy, Gawer and Cusumano focus on Intel, Microsoft, Cisco, Palm, NTT DoCoMo, and supporters of the Linux operating system to show how ...

### **Platform Leadership: How Intel, Microsoft, and Cisco Drive ...**

6/24/2002. Intel, Microsoft, and Cisco roared to success by encouraging other companies to use their products as "platforms," spurring industry innovation and customer excitement along the way. Now platform wannabes including Palm, NTT, DoCoMo, and Linux are charging into the market. A new book, Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation, offers a framework that managers can use to design a strategy of platform leadership.

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Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. by. Annabelle Gawer, Michael A. Cusumano. 3.59 · Rating details · 39 ratings · 2 reviews. Based on lessons from successful high-technology platform leaders, this book explains the dynamics of these highly complex and interconnected processes and partnerships.

### **Platform Leadership: How Intel, Microsoft, and Cisco Drive ...**

Published 2003. Engineering, Economics. Innovation. Review (s) of: Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation, by Annabelle Gawer and Michael A. Cusumano (2002),

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Boston, MA: Harvard Business School Press, ISBN 1-57851-514-9, pages xiv+305, US\$29.95. Includes footnotes.

## **[PDF] Platform Leadership: How Intel, Microsoft, and Cisco ...**

In "Platform Leadership", high-tech strategy experts Annabelle Gawer and Michael A. Cusumano reveal how Intel, Microsoft, and Cisco, as well as companies including Palm and NTT DoCoMo, have orchestrated industry innovations to support their products - and, in the process, established dominant market positions. Based on these in-depth case studies and on incisive analysis, the authors present their Four Levers Framework for designing and implementing a successful platform strategy-or for ...

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## **Platform Leadership: How Intel, Microsoft and Cisco Drive ...**

creation of IAL coincided with the moment that 'platform leadership' became an explicit goal at Intel. The role of IAL was defined as spreading out the market for Intel's high-end microprocessors and to act as a catalyst for innovation in the industry. IAL got involved in three key areas—driving architectural progress on the PCs,

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## **Platform Leadership: How Intel, Microsoft, and Cisco Drive ...**

Platform leader Intel counts as complementors every company that has adopted the Windows-Intel platform for the PC and makes or sells PC hardware and peripherals (for example, Dell and Lexmark) as well as 5 million software developers who make applications (for example, Microsoft and Adobe) and networking or systems software (Microsoft, Red Hat and Netscape).

## **The Elements of Platform Leadership**

The focus of our initial work was on how Intel, Microsoft, Cisco and other companies had been able to drive industry innovation and sustain positions of platform leadership. Read the Full Article Create Account Buy as a PDF

## **How Companies Become Platform Leaders**

in the case of Intel's microprocessors, Microsoft's windows operating systems or even Searle's Nutrisweet, the platform leader's offerings become an integral if not dominant part of the designs within the industry's —complementary“ product lines thereby bringing the platform leader large amounts of predictable revenues.

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In Platform Leadership, high-tech strategy experts Annabelle Gawer and Michael A. Cusumano reveal how Intel, Microsoft, and Cisco, as well as companies including Palm and NTT DoCoMo, have orchestrated industry innovations to support their products-and, in the process, established dominant

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## **Platform Leadership How Intel Microsoft And Cisco Drive ...**

This insightful book looks at how companies build a businesses on "network effects". The key case studies are MS, Intel and Cisco. If I had to summarize this book in 1 sentence: build a platform and a business model where multiple companies can add value and be profitable (constellation of ISVs, VARs and Service Providers).

## **Amazon.com: Customer reviews: Platform Leadership: How ...**

In Platform Leadership, high-tech strategy experts Annabelle Gawer and Michael A. Cusumano reveal how Intel, Microsoft, and Cisco, as well as companies including Palm and NTT DoCoMo, have...

## **Platform Leadership: How Intel, Microsoft, and Cisco Drive ...**

Raymond Rodriguez, director of Strategic CAD Capabilities at Intel, has been elected to a one-year term as chair of the Silicon Integration Initiative OpenAccess Coalition board of directors. Ben Bowers, principal design engineer at Microsoft, was elected OAC vice-chair. Gregory Schaeffer, senior ...

## **Intel, Microsoft, IBM Technologists Elected to Si2 ...**

Unlike Intel, Microsoft became a platform leader by making its own complementary products. It has also moved aggressively to integrate into the platform features that were once sold as standalone products by

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