

Dogfight How Apple And Google Went To War Started A Revolution Fred Vogelstein

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Dogfight How Apple And Google

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.

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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 ...

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Dogfight: How Apple and Google Went to War and Started a Revolution by Fred Vogelstein is a tale of two companies, two of the most important of the current era, how they both started working on phone projects, and how it not only destroyed their friendships, but eventually the careers of many involved. Much of it is already well known.

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Dogfight does a great job at portraying what the Apple engineers went through designing a revolutionary device, the pressure they were under, and the overall atmosphere inside of Apple HQ. After the introduction of the iPhone Dogfight turns it's focus on Android development, and discusses each companies struggle to become the dominating force ...

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"Dogfight: How Apple and Google Went to War and Started a Revolution" by Fred Vogelstein Category: Book Price: \$19.81 hardcover Back in early 2008,

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As Fred Vogelstein writes in "Dogfight," his illuminating, lively book on the war between Apple and Google, Apple engineers knew that Google was working on its Android phone software as they were...

Two books on Apple and Google: 'Dogfight' by Fred ...

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