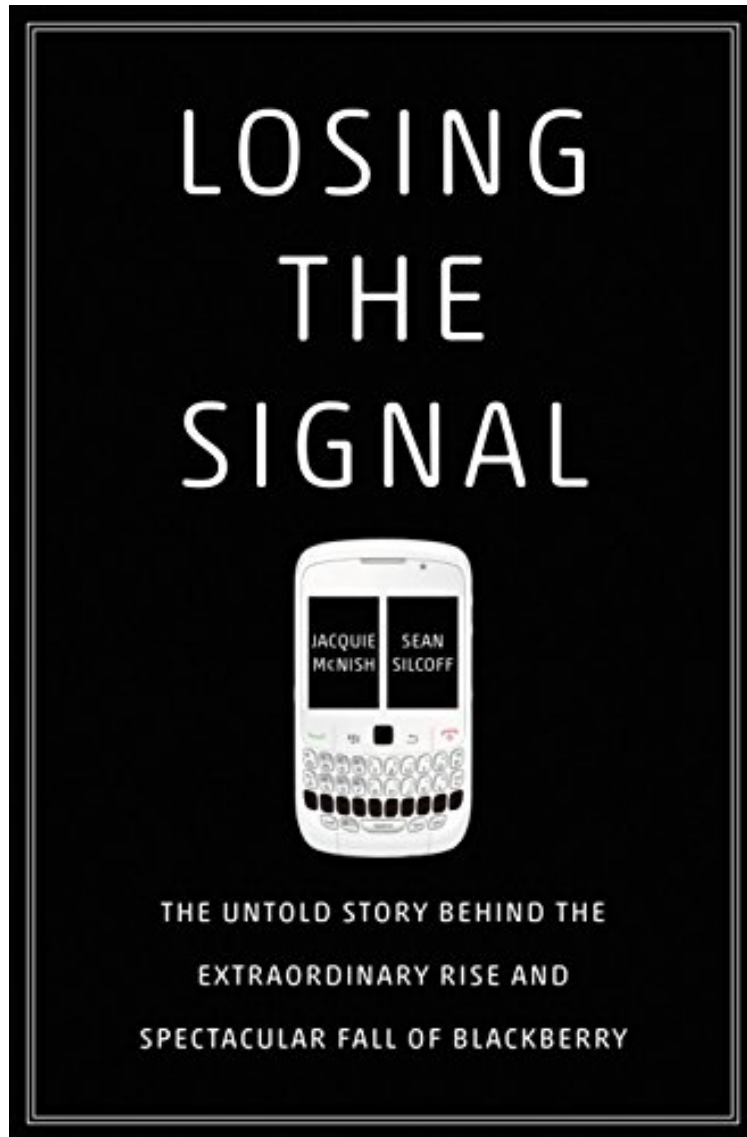


[FREE] Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry

Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry

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Jacque McNish, Sean Silcoff : Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry before purchasing it in order to gauge whether or not it would be worth my time, and all praised Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry:

3 of 3 people found the following review helpful. Design thinking before there was Design ThinkingBy Craig DanielsI didn't realize the amount of ingenuity and innovation that came from BlackBerry. Their story is very often overlooked

when considering Google or Apple with respect to design thinking/innovation, but after reading this it is very clear that BlackBerry began the archetype of innovator/technical savvy business/marketing duo that seems to work in the tech space as well as some really innovative products based on design thinking and user experience (before this was really a buzz word in the space). Although they ultimately were "beat" by the Google's and Apples, the story is fascinating to read. 0 of 0 people found the following review helpful. An interesting story By blraider The author presents us an interesting story on rise and fall in mobile industry. RIM passed a way from a front runner to a lost one in a decade or less. The story shows also importance of finding a balance between what is the best by technology and what consumers want. One must not forget what people want nevertheless it is not the most effective and efficient for usage: if people want more, all one can or have to do is to deliver it, one can not swim against course. The book is well-written and easy to read. 1 of 1 people found the following review helpful. This reads like a novel shedding light on from crazy start-up days ... By R. Dickie This reads like a novel shedding light on from crazy start-up days to their dismal disaster of losing focus. Every page contains a business truth or principle to either follow or avoid. It has been said that it is good to learn from your mistakes but it is preferable to learn from someone else's if possible. Jacquie McNish tells a tale that is full of mistakes that business leaders and entrepreneurs can learn from. After reading this book I've recommended it to countless friends and executives and had my staff read it. One of the best business books I have read in the past five years.

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? *Losing the Signal* is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, *Losing the Signal* unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

"In the tech industry, they say that you learn more from a failure than from a hit. Well, if that's true, *Losing the Signal* will give you a post-doctoral education. Reading the inside story of the BlackBerry's helpless flame-out is like watching any other train wreck: You're horrified, but you can't look away." --David Pogue, Author of *POGUE'S BASICS* and founder of *Yahootech.com* "In *Losing the Signal*, Jacquie McNish and Sean Silcoff tell the harrowing and riveting story of how we lost the connection to the BlackBerry, a communication device so innovative and addictive that it was known, among aficionados, as a Crackberry. It's a tale of rivalries, jealousies and missed opportunities. You won't be able to put it down." --William Cohan, author of *House of Cards: A Tale of Hubris and Wretched Excess on Wall Street* and *Money and Power: How Goldman Sachs Came to Rule the World* "Losing the Signal tells of the marriage and divorce of Mike Lazaridis and Jim Balsillie, how two opposites built RIM into a world-beater and how they lost it. This is first-class reporting that reads like a juicy novel, with one amazing story after another. A terrific book." --Howard Green, author of *Banking on America* About the Author JACQUIE MCNISH is a senior writer with the *Globe and Mail* and before that the *Wall Street Journal*. She has won seven National Newspaper Awards and is the author of three best-selling books, two of which won the National Business Book award. She lives in Toronto with her husband and two sons. SEAN SILCOFF is a business writer with the *Globe and Mail* and a two-time National Newspaper Award winner. He lives near Ottawa with his wife and three children.