

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

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

(2003). Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Innovation: Vol. 5, No. 1, pp. 91-94.

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

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 ...

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

Platform Leadership How Intel, Microsoft, and Cisco Drive Industry Innovation Authors : Annabelle Gawer and Michael A Cusumano Price: \$29.95 Publishers: HBSP About the Authors Annabelle Gawer is Assistant Professor of Strategy and Management at INSEAD. Gawer is engaged in research work on the `why' and `how' of innovation

### **How Companies Become Platform Leaders**

Platform leadership is the Holy Grail of high-tech industries, but it is difficult to achieve. 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.

### **Platform Leadership.**

9781578515141 - Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation - Harvard Business School Press, 2002 - 305 pages - It is the fundamental challenge of the high-tech sector: A firm must innovate internally to succeed- yet its success may equally depend

### **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).

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

Review(s) of: Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation, by Annabelle Gawer and Michael A. Cusumano (2002), Boston, MA: Harvard Business School Press, ISBN 1-57851-514-9, pages xiv+305, US\$29.95. Includes footnotes.

### **Platform Leadership How Intel Microsoft**

Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation [Gawer, Annabelle, Cusumano, Michael A.] on Amazon.com. \*FREE\* shipping on qualifying offers. Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation

### **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).

### **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](#)

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

The quest is complex and risky, because the success of platform leaders depends largely on their ability to encourage other firms to develop complementary innovations. High-tech-strategy experts Annabelle Gawer and Michael A. Cusumano explain how the best in class, including Intel, Microsoft, and Cisco, establish and grow their dominant positions.

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

Start your review of Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Write a review. Oct 10, 2014 Daniel Aarno rated it liked it. Interesting book; especially the first part about Intel provided a lot of insights into the company and why it works the way it does.

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

Platform leaders, says author Annabelle Gawer, are companies such as Intel that convince other companies to build products and services using Intel's own products as the core. Think "Intel Inside". The co-author of Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation discusses the characteristics of successful platform companies with HBS Working Knowledge editor Sean ...

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

Platform Leadership How Intel, Microsoft, and Cisco Drive ... 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.

**Platform leadership: how Intel, Microsoft, and Cisco drive ...**

What is Platform Leadership ? In today's business world, no company is an island. Straightforward supply chains of yesterday have given way to interconnected industry ecosystems. Platforms emerge, and with them, platform leaders, who drive coalitions of firms who innovate around a platform.

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