

Losing The Signal

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shortlisted for the ft mckinsey business book of the year award 2015 in 2009 blackberry controlled half of the us smartphone market today that number is less than one per cent what went so wrong losing the signal is the 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 instead 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 a small canadian city and went on to control half of the us smartphone market 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 the entry of apple and google into the mobile phone market 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

the inspiration for the major motion picture blackberry 1 national bestseller winner of the national business book award it was a classic modern business story two canadian entrepreneurs build an iconic brand that would forever change the way we communicate from its humble beginnings in an office above a bagel store in

waterloo ontario blackberry outsmarted the global giants with an addictive smartphone that generated billions of dollars its devices were so ubiquitous that even president barack obama favoured them above all others but just as it was emerging as the dominant global player blackberry took a dramatic turn losing the signal is the riveting never before told story of one of the most spectacular technological upsets of the 21st century unlike enron which was undone by its executives illegal activities or lehman brothers which collapsed as part of a larger global banking crisis blackberry s rise and fall is a modern day tale of the unrelenting speed of success and failure it is a thrilling account of how two mismatched ceos outsmarted more powerful competitors with a combination of innovation and sharp elbowed tactics and how once on top of the world they lost their way the company responded too slowly to competitors innovations and when it finally made its move it stumbled with delayed poorly designed and unpopular smartphones a little more than a decade after research in motion introduced the blackberry it is now struggling to survive its share of the us phone market fell from 50 per cent in 2009 to about one percent in 2013 showing just how aggressive fast and unforgiving today s global business market can be

1 national bestseller losing the signal is the riveting untold story of how blackberry engineered one of the most spectacular technological upsets of the twenty first century before it lost its way in the fog of smartphone wars management indecision and the breakdown of one of the most successful partnerships in the history of canadian business its rise and fall is a cautionary tale of the unrelenting speed of modern success and failure at the heart of the story are two mismatched co ceos mike Lazaridis a bookish innovator and jim balsillie an aggressive entrepreneur who grew their company from humble beginnings above a bagel store in waterloo ontario harnessing innovation and sharp elbowed tactics blackberry s bosses outsmarted powerful international competitors and built a global business in a little more than a decade with an addictive phone that changed the way we communicated blackberry s devices were so ubiquitous that even president barack obama favoured them above all others just as blackberry was emerging as the dominant global player internal fault lines hobbled the company at the very moment its smartphone crown was challenged by stronger competitors apple google and samsung when the canadian company finally made its move it stumbled with delayed poorly designed and unpopular handheld devices that took it out of the race only fifteen years after the blackberry was launched the company is struggling to survive its share of the u s phone market fell from fifty per cent in 2009 to less than one percent by the end of 2014 written by veteran journalists jacquie mcnish and sean silcoff losing the signal is an enduring study of a technology that defined a generation in a ferocious industry that leaves little margin for error

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