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Platform Leadership

How Intel Microsoft

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

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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 ...

Platform Leadership:
How Intel, Microsoft,

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and Cisco Drive
Industry Innovation. As
high-tech industries
become increasingly
modular and
interconnected--and
the ability to innovate
becomes the purview
of just about
anyone--the most
successful companies
are those that
orchestrate
industrywide
innovations to support
not only their products,
but also the systems or

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platforms in which their products work.

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

Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Based on lessons from successful high-technology platform leaders, this book explains the dynamics of these highly

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complex and
interconnected
processes and
partnerships.

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

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How Intel, Microsoft,
and Cisco Drive
Industry Innovation -
Do You Have Platform
Leadership? Modularity
and industry evolution
At the birth of many
industries, a few firms

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develop all or almost
all the components...

Platform leadership
Platform leadership
refers to the common

...

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

Platform leadership:
The story of Intel Intel's
transition from a
simple component
maker, supplying
microprocessors for
system architectures to

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Leadership How
Intel, Microsoft
And Cisco Drive
Industry
Innovation

a major source of influence in the evolution of PC architecture and subsequently its rise as the platform leader is truly awe-inspiring. Its story is the only

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

By becoming platform leaders - companies that provide the technological foundation on which

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other products, services, and systems are built. Platform leadership is the Holy Grail of high-tech industries, but it is difficult to achieve.

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

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Cisco, as well as companies including Intel, Microsoft, Palm and NTT DoCoMo, have orchestrated industry innovations to support their products—and, in the process, established dominant market positions.

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

The focus of our initial work was on how Intel, Microsoft, Cisco and other companies had

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been able to drive
industry innovation and
sustain positions of
platform leadership.
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How Companies Become Platform Leaders

Platform leader Intel
counts as
complementors every
company that has
adopted the Windows-
Intel platform for the

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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

in the case of Intel's

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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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**Journal of Strategic
Management ... -
Platform Leadership**

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.

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

Platform Leadership deals with how companies can establish and maintain such a leadership. The book starts by presenting four levers that companies can use to become leaders. The four levers are (as described in the review above): 1.

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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 orchestrated industry innovations to support their products—and, in the process, established dominant

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market positions.

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

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Platform Leadership | Guide books

(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 ...

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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 ...

Buy Platform Leadership: How Intel, Microsoft and Cisco ...

Unlike Intel, Microsoft became a platform leader by making its

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own complementary products. It has also moved aggressively to integrate into the platform features that were once sold as standalone products by

How Intel, Microsoft and Cisco Drive Industry Innovation

In Platform Leadership, high-tech strategy experts Annabelle Gawer and Michael A. Cusumano reveal how

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Leadership, How
Intel, Microsoft, and
Cisco, as well as
companies including
Palm and NTT DoCoMo,
have...

Innovation

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