



Sony vs Samsung

By Sea-Jin Chang

John Wiley & Sons, 2008. Paperback. Book Condition: New. 16.1 x 22.5 cm. "In 2002 a milestone occurred in the electronics industry. The market capitalization of Sony fell below that of Samsung for the first time. Why did the performance of Sony, which once dominated the global electronics industry, drop so rapidly while Samsung emerged from nowhere?" "This book from leading business professor Sea-Jin Chang compares key strategic decisions by Sony and Samsung with respect to technology, marketing, organizational infrastructure, and globalization strategies from the mid-1990s to 2006." "One of the key findings drawn from this book is that the performance differences between Sony and Samsung cannot be attributed solely to their strategies. Rather, organizational processes and executive leadership also contributed significantly to their performances. The author examines these contributions in detail and in doing so reveals much about each company's approach to global expansion and their key factors for success and failure." "Sony vs. Samsung examines the challenges that Samsung faces, despite its remarkable performance, while evaluating Sony's potential, despite its current struggles. The conclusions provide useful insights for all companies involved in competitive global markets."--BOOK JACKET. Our orders are sent from our warehouse locally or directly from our...



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