In Search of Stupidity: Over 20 Years of High-Tech Marketing Disasters by Merrill R. Chapman ISBN:1590591046

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This incisive, witty book looks at some of the most influential marketing and business philosophies in technology and, through hindsight, provides an educational and vastly entertaining examination of why they didn't work.

Table of Contents

In Search of Stupidity—Over 20 Years of High-Tech Marketing Disasters

Foreword

Chapter One - Introduction

<u>Chapter Two</u> - First Movers, First Mistakes—IBM, Digital Research, Apple, and Microsoft

<u>Chapter Three</u> - A Rather Nutty Tale—IBM and the PC Junior <u>Chapter Four</u> - Positioning Puzzlers—MicroPro and Microsoft

<u>Chapter Five</u> - We Hate You, We Really Hate You—Ed Esber and Ashton-Tate

<u>Chapter Six</u> - The Idiot Piper—OS/2 and IBM

<u>Chapter Seven</u> - Frenchman Eats Frog, Chokes To Death—Borland and Philippe Kahn

<u>Chapter Eight</u> - Brands for the Burning—Intel and Motorola

<u>Chapter Nine</u> - From Godzilla to Gecko—The Long, Slow Decline of Novell

Chapter Ten - Ripping PR Yarns—Microsoft and Netscape

<u>Chapter Eleven</u> - Purple Haze All Through My Brain—The Internet and ASP Busts

Afterword—Stupid Development Tricks

Glossary of Terms

Selected Bibliography

<u>Index</u>