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Managing Technological Leaps: A Study of Dec s Alpha Design Team: April, 1993 (Classic Reprint)

By Professor of Management Ralph Katz

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Managing Technological Leaps: A Study of Dec s Alpha Design Team: April, 1993 RD organizations are always trying to make those critical leaps in technology that will give their products significant competitive advantages in the marketplace. The dilemma is not in identifying what these possibilities might be, but in getting the business organization to commit to one of them while there is still considerable uncertainty as to whether they have chosen the right path or its feasibility. The development of the Alpha chip at Digital shows how a maverick group of technologists was able to overcome management s initial cancellation of its efforts and build the political base that allowed them to achieve their significant technical advances. Only when the team learned to integrate their technical goals with the company s strategic business interests were they successful at shifting management s attention from relying on their core technology to relying on promised, but unproven, advancements in a much less familiar technology. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books....



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