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Streamed live on Jan 28, 2015 Wired magazine ' s Fred Vogelstein discusses his book on the high-tech, high-stakes struggle between Apple and Google, which have steamrolled their competition while...

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Behind the bitter rivalry between Apple and Google—and how it ' s reshaping the way we think about technology The rise of smartphones and tablets has altered the business of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition.

Dogfight: How Apple and Google Went to War and Started a ...

Dogfight: How Apple and Google Went to War and Started a Revolution, page 1 ... What this means is that the Apple/Google fight is not just a story about the future of Silicon Valley. It is about the future of media and communications in New York and Hollywood as well. Hundreds of billions of dollars in revenue are at stake, and for at least the ...

Dogfight: How Apple and Google Went to War and Started a ...

Dogfight: How Apple and Google Went to War and Started a Revolution by Fred Vogelstein is a tale of two companies, two of the most important of the current era, how they both started working on phone projects, and how it not only destroyed their friendships, but eventually the careers of many involved. Much of it is already well known.

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Dogfight review: The war between Apple and Google gets ...

Apple and Google are poaching each other ' s employees. They bid up the price of each other ' s acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. Dogfight reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our phones and laptops.

Dogfight: How Apple and Google Went to War and Started a ...

Fred Vogelstein ' s Dogfight: How Apple and Google Went to War and Started a Revolution was a recommended reading for my Entrepreneurship class. The Dogfight is one of the most thought provoking books that I have read in quite some time. Amazon.com: Dogfight: How Apple and Google Went to War and ... Overview. Behind the bitter rivalry between Apple

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Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. Dogfight reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops.

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