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C. Giachetti

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#3228189 in eBooks 2013-07-22 2013-07-22 File Name: B00D5UKBGU | File size: 45.Mb

C. Giachetti : Competitive Dynamics in the Mobile Phone Industry (Palgrave Pivot) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Competitive Dynamics in the Mobile Phone Industry (Palgrave Pivot):

This book explores which kind of competitive moves and countermoves have been taken by mobile phone vendors like Nokia, Samsung, Motorola and Apple, as well as emerging rivals from developing countries, to defend their competitive position over the industry life cycle, and which factors have driven these actions.

About the Author Dr Claudio Giachetti is Assistant Professor of Strategy at Ca' Foscari University of Venice (Italy), Department of Management. His research interests include competitive dynamics, corporate strategy, competitive analysis and product innovation. Claudio's research work has been published in various journals, including Strategic Management Journal, Strategic Organization, Journal of Operations Management, Technovation, and Business History, among others.