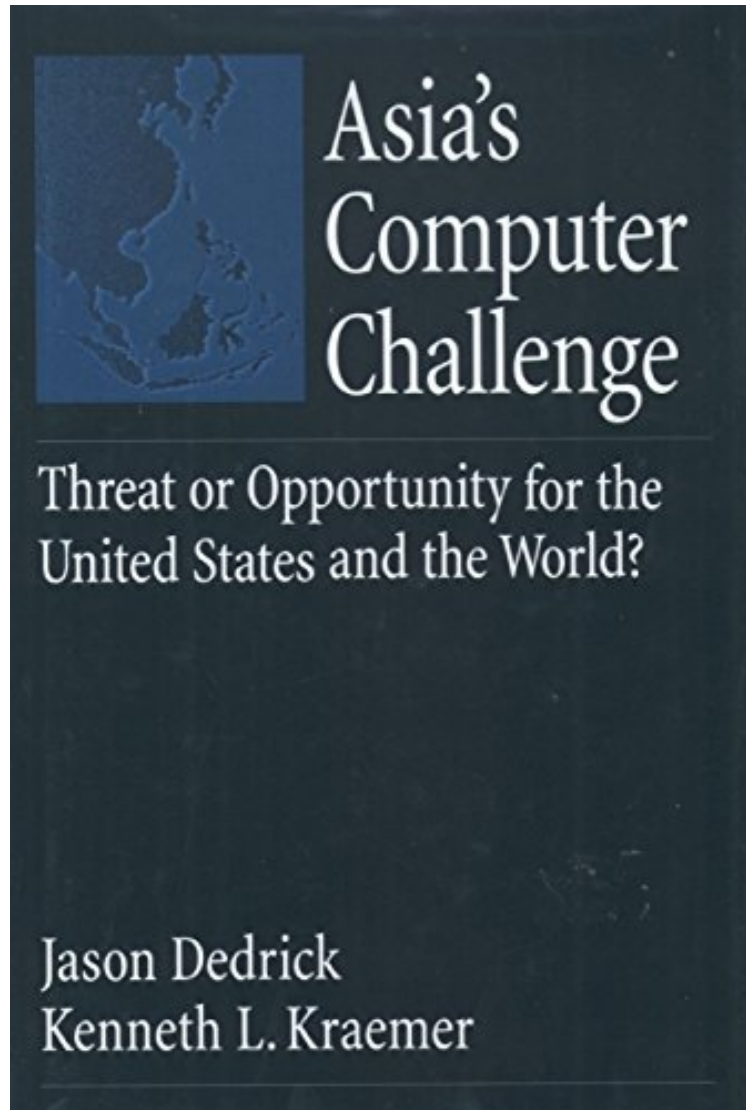


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## Asia's Computer Challenge: Threat or Opportunity for the United States and the World?

*Jason Dedrick, Kenneth L. Kraemer*  
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How did the computer industry evolve into its present global structure? Why have some Asian countries succeeded more than others? Jason Dedrick and Kenneth L. Kraemer delve into these questions and emerge with an explanation of the rapid rise of the computer industry in the Asia-Pacific region. *Asia's Computer Challenge* makes a systematic comparison of the historical development of the computer industries of Japan, Hong Kong, Korea, Singapore, and Taiwan and concludes that neither a plan versus market, nor a country versus company dichotomy fully explains the diversity found among these countries. The authors identify a new force--the emergence of a global production network. Reaching beyond specific companies and countries, this book explores the strategic implications for the Asian-Pacific countries and the United States. Now East Asia is faced with a challenge; they must make the move from low margin hardware business to high margin software and information businesses, while Americans must respond by maintaining leadership in standards, design, marketing, and business innovation.

From Booklist  
Kraemer is an economics professor and directs the Center for Research on Information Technology and Organization at the University of California at Irvine. Dedrick is a senior research fellow at that center. They profile the historic development of the global computer industry and consider the industry's future prospects, focusing particularly on the Asia-Pacific region. They critique two economic models often used to explain how industries grow and evolve. One contrasts the roles of national industrial policy and market forces. The other compares competition among nations with competition among companies. Starting with an analysis of Japan's so-called PC revolution and looking at industry growth in Taiwan, Korea, Singapore, and Hong Kong, the authors argue that neither model sufficiently explains the current structure of the industry without also taking into account development of the global production network as exemplified by companies such as IBM. Dedrick and Kraemer suggest that these Asian countries can challenge U.S. dominance only if they concentrate on developing the software and information segments of their industries. David Rouse "...the work pulls together the diverse and...broadening Asian computer industry in a succinct and intelligent discussion. Its conclusions are well developed and documented and the results add significant value to the ongoing dialogue....The authors have done a magnificent job articulating a difficult and rapidly changing subject....This is an excellent book and I highly recommend it....Well written and documented this work will serve its readership well."--*Journal of Asian Business*  
Dedrick and Kraemer offer a sweeping empirical analysis of the rise of the computer industry in Asia. They bring to life one of the great challenges facing American technology companies in the years to come."--David B. Yoffie, Max Doris Star Professor of International Business Administration, Harvard Business School  
"In the paradigm shift of computer industries, Taiwan has caught the opportunities and become one of the major players. The in-depth study in the book provides an analysis which will help the readers to understand the trend in Asia as well as to face the future challenges of worldwide computer industries."--Stan Shih, Chairman and CEO, The Acer Group  
"This book chronicles the competitive challenges faced by the American computer industry from Asia. It offers insights into the nature of competition between companies and countries in the network era. It is must reading for industry executives."-- Charles Rieger, Principal, IBM Global Services  
"This is a well-researched and highly impressive book containing a wealth of analysis and information on Asia's computer industry. It should be read by all those with an interest in the evolution of the global computer industry as well as those with a specific interest in the way this industry has developed in Asia."--Martin Fransman, Professor of Economics and Director, Institute for Japanese-European Technology Studies, University of Edinburgh  
From the Inside Flap  
From the advent of the first mainframe computers in the United States in the 1950s to the now ubiquitous personal computer, the computer industry has grown into a \$500 billion international enterprise, affecting the way businesses compete and changing the face of the workplace. The Pacific Rim has become a hot spot in this evolution, with the growth of Japanese and East Asian companies posing threats and opportunities for U.S. corporate giants. How did the industry evolve into its present global structure? Why have some Asian countries succeeded more than others? In *Asia's Computer Challenge*, Jason Dedrick and Kenneth L. Kraemer delve into these questions and emerge with an explanation of the rapid rise of the computer industry in the Asia-Pacific region. Offering a systematic comparison of the historical development of the computer industries of Japan, Hong Kong, Korea, Singapore and Taiwan, the book provides a solid basis for examining the relative influence of both government policy and market forces on the development of computer enterprises within each country. Arguing that neither a plan vs. market; nor a country vs. company dichotomy fully explains the rise of these Asian competitors or the diversity found among their computer industries, the authors identify a new force--the emergence of a global production network. Reaching beyond specific companies and countries, this book explores the strategic implications for the Asia-Pacific countries and the United States as they compete in the emerging network era. Now East Asia companies are faced with a challenge; they must make the move from low margin hardware business to high margin software and information businesses. This in turn presents

American companies with the formidable task of maintaining leadership in standards, design, marketing, and business innovation. This probing inquiry into the quickly evolving computer industry and the competition it creates between countries and companies will appeal to scholars of business and economics, technology studies, Japan and East Asia studies, and to a broader audience of professionals within the computer industry, particularly those working for global companies.