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The Search for Survival: Lessons from Disruptive Technologies: Lessons from Disruptive Technologies

Henry C. Lucas Jr.

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Ideal for business students, business managers, and corporate senior executives, this book distills the lessons learned from the disasters that have befallen companies that were unable to cope with disruptive technologies.

About the Author Henry C. Lucas, Jr., PhD, is Robert H. Smith Professor of Information systems at the Robert H. Smith School of Business at the University of Maryland. He has previously been on the faculty at New York University and Stanford University. He obtained his bachelor's degree from Yale University and his master's degree and doctorate from Massachusetts Institute of Technology. His published works include Praeger's *Inside the Future: Surviving the Technology Revolution* and *Beware the Winner's Curse: Victories that Can Sink You and Your Company*.