



SEA-JIN CHANG

Sony Vs Samsung: The Inside Story of the Electronics Giants' Battle for Global Supremacy

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"Sony vs. Samsung is business history at its best! It explores the divergent fortunes of these two electronics giants in the last decade and identifies the true reasons behind Sony's decline and Samsung's rise. Contrary to popular belief, Chang shows that success (or failure) does not simply arise from different strategies. Rather, it emerges from major decisions that are deeply rooted in the companies' organizational processes and their executives' political behavior. This book is a must-read for any senior executive."

--**Constantinos Markides**, Robert P. Bauman Professor of Strategic Leadership and Chairman, Strategy Department, London Business School "Sea-Jin Chang has produced that rarity in a business book--one that is as valuable to practicing managers as it is insightful to academic researchers. In this fascinating comparison of two modern global giants, he applies his high resolution research microscope to their changing fortunes by dissecting their contrasting strategies, and providing interesting insights into their divergent organizational processes and management practices. This is a very valuable contribution to the international business literature. It will end up in as many corporate boardrooms as faculty seminars."

--**Christopher A. Bartlett**, Thomas D. Casserly Professor Emeritus, Harvard Business School

"Sea-Jin Chang has written a fascinating comparison of Sony and Samsung that will be valuable to anyone interested in strategy, organizations or international business. The interwoven and very detailed case studies of two very different companies in overlapping industries illuminate problems such as adaptation to technological change (analog to digital), organizational flexibility and globalization. His attempt to analyze both strategic development and implementation is successful and very useful. Both academics and practitioners will learn a lot from this book."

--**Stephen J. Kobrin**, William Wurster Professor of Multinational Management, The Wharton School, University of Pennsylvania

"Refreshingly original and entertaining, this book analyzes major strategic decisions of Samsung and Sony and highlights organizational processes and top management leadership that have shaped their performances. This is a must-read for all executives who want to understand the strengths and weaknesses of Asian competitors. It also provides penetrating insights to other Asian companies with global ambitions."

--**Myoung Woo Lee**, President and CEO, iriver

Sony Vs Samsung: The Inside Story of the Electronics Giants' Battle for Global Supremacy Details

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From Reader Review Sony Vs Samsung: The Inside Story of the Electronics Giants' Battle for Global Supremacy for online ebook

Sally Siawidjaja says

Good analysis by the author. Very insightful. Recommended for people in a managerial position or entrepreneur.

Jorshun says

The book explains in a very brief manners on Sony and Samsung in the market. Knowing that both the company is from 2 different country. It is interesting to see how the cultures of these 2 companies affects the business of operation. However, the author did explain the CSR of the company.

Indah Threez Lestari says

581st - 2011

Ridwan says

bukunya terlalu case bgt mana banyak grafik pula..secara gue orang teknik ga ngerti ttg pemasaran

Ayaan says

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Tejas says

BME5003 forced reading but very interesting and insightful book...explores various dimensions and dynamics of the organization as it rises and falls

H?ng Anh says

good book

Pavel Chernyshev says

An interesting insights about history, strategies and internal structure of decision making process that made Samsung superior. This could help Sony and Samsung to learn from each other.

Calvin says

useful book to understand the corporate culture of Sony and Samsung.
