



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

*Sea-Jin Chang*

[Download now](#)

[Read Online](#) 

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

Sea-Jin Chang

**Sony Vs Samsung: The Inside Story of the Electronics Giants' Battle for Global Supremacy** Sea-Jin Chang

"*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

Date : Published August 1st 2008 by Wiley

ISBN : 9780470823712

Author : Sea-Jin Chang

Format : Paperback 200 pages

Genre : Business, Nonfiction



**[Download](#)** Sony Vs Samsung: The Inside Story of the Electronics Gi ...pdf



**[Read Online](#)** Sony Vs Samsung: The Inside Story of the Electronics ...pdf

**Download and Read Free Online Sony Vs Samsung: The Inside Story of the Electronics Giants' Battle for Global Supremacy Sea-Jin Chang**

---

# **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**

Table of Contents

Chapter 1 - Sony and Samsung: Portraits of Two Global Competitors

The Fall of Sony and the Rise of Samsung Electronics  
The History and Business Areas of Sony and Samsung Electronics  
Sony and Samsung Electronics' Performance

Part 1 Strategic Analysis  
Chapter 2 - Prince and Pauper in the Analog World

Sony, the Prince of Analog

The Late-Starter, Samsung Electronics

Chapter 3 - Digital Dream Kids and the Digital Sashimi Shop

Digital Revolution

Sony's Digital Dream Kids

Samsung Electronics' Digital Sashimi Shop

Chapter 4 - New Kids on the Block

Sony's Marketing Strategy: Focusing on New Products

The Marketing Strategy of the Latecomer, Samsung Electronics

Increasing Bargaining Power of Retailers

Chapter 5 - Wannabe Globals

Sony's Global Strategy

Samsung's Globalization Strategy

Problems with External Globalization

Part 2 Organizational Process and Leadership

Chapter 6 - Same Silos but Different Outcomes

Sony's Company Structure

Problem with Sony's Organizational Structure

Corporate Culture and Organizational Structure of Samsung Electronics

The Problem of Samsung Electronics' Organizational Structure

Chapter 7 - From Founders to Professional Managers

Sony's CEO and Governing Structure

Problems with Sony's Governing Structure

Samsung's Powerful Owner-Centered Structure

The Problems with Samsung's Governing Structure

Chapter 8 - The Future of Sony and Samsung Electronics

Superficial Crisis and Internal Crisis

Lessons Learned by Sony and Samsung Electronics

---

**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.

---