

Dogfight: How Apple and Google Went to War and Started a Revolution

By Fred Vogelstein




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Behind the bitter rivalry between Apple and Google - and how it's reshaping the way we think about technology.

The rise of smartphones and tablets has altered the business of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the marketplace but in the courts and on screens around the world.

Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In *Dogfight*, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outside personalities like Steve Jobs, Apple's now lionized CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance.

Dogfight moves like a novel: Vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our phones and laptops. It's about who will control the content on those devices and where that content will come from - about the future of media in Silicon Valley, New York, and Hollywood.

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Dogfight: How Apple and Google Went to War and Started a Revolution can be one of your basic books that are good idea. Most of us recommend that straight away because this publication has good vocabulary that can increase your knowledge in vocab, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort to get every word into satisfaction arrangement in writing Dogfight: How Apple and Google Went to War and Started a Revolution but doesn't forget the main stage, giving the reader the hottest along with based confirm resource data that maybe you can be considered one of it. This great information could drawn you into new stage of crucial thinking.

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