The Race for Perfect Inside the Quest to Design the Ultimate Portable Computer

By Steve Hamm

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 312 pages. Dimensions: 9.1in. x 6.1in. x 1.1in.Personal computing has reshaped economies and industries, and is transforming how we express ourselves and relate to one another. The most personal of personal computers are the portables. We carry these gadgets with us wherever we go, whether theyre laptops, smartphones, or the coolest new Web-surfing devices. The Race for Perfect tells the story of two generations of entrepreneurs, designers, and engineers as they have struggled to make ever-better portables. Steve Hamm takes the reader into a world where inspiration, design, engineering, and marketing come together to produce wave upon wave of the innovative products that we love to talk about and use. From the earliest days of portable computing, 40 years ago, entrepreneurs and designers have pushed forward relentlessly in a quest to create the perfect device. Their efforts have produced a few fabulous successes and many failures. But they never give up. Theyre driven by the basic rule of the tech industry: innovate or die. In addition to a fascinating read, The Race for Perfect offers valuable lessons for business people in any industry, revealing how they must INNOVATE constantly to differentiate their products CREATE...

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