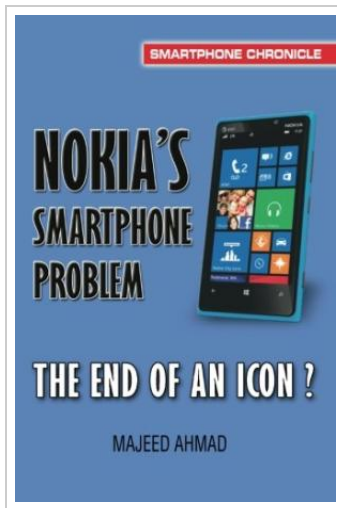




Nokias Smartphone Problem: The End of an Icon?

By Majeed Ahmad Kamran

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 158 pages. Dimensions: 8.0in. x 5.2in. x 0.5in. What happened to one of the most celebrated corporate champions from tiny Finland Is Nokia the next Kodak How the Finnish mobile phone giant reached at this crossroads The book chronicles Nokias lost decade in which the venerable handset champion found itself in the clutches of a vicious cycle. Nokias Smartphone Problem delves into one strategic blunder after another to provide a detailed account of this tale of management indecision. It provides a detailed account of how this comedy of errors took one of the worlds most global companies to a near-death experience. Next, will there be a triumphant comeback after this existential crisis This is the recurrent question that the book tries to answer after having a microscopic look at the seemingly shaken Nokias product and strategy roadmaps. Nokias Smartphone Problem is a must-read for managers tasked with formulating a mobile strategy for their businesses. Its a groundbreaking book that delves in the past, present, and future of Nokia and smartphone business at large to find all the pertinent answers regarding smartphone product development cycle. Nokias Smartphone Problem is a...



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