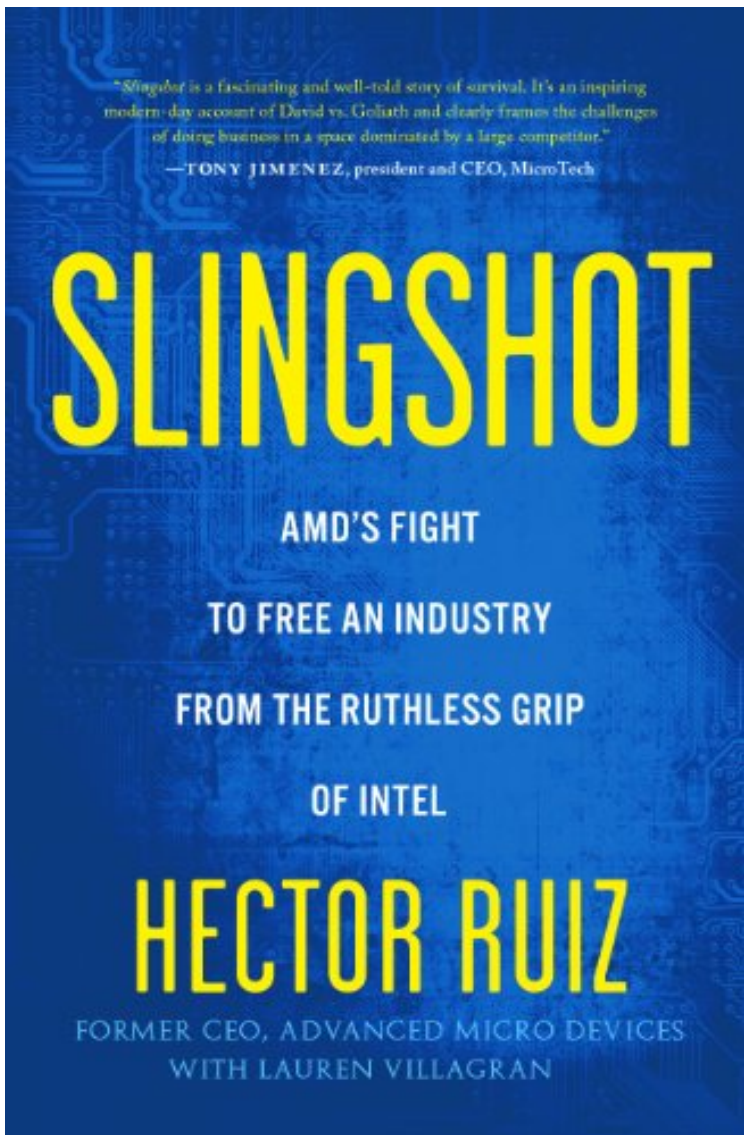


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# Slingshot: AMD's Fight to Free an Industry from the Ruthless Grip of Intel (English Edition)



*Par Hector Ruiz*

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## Description :

Prsentation de l'diteurWhen Hector Ruiz joined AMD, quickly ascending to the CEOs suite, he took the helm of a dynamic company that was nonetheless struggling against perceptions that it could not contend with Intel, the Goliath of the microchip industry. Though AMDs technology, products, and pricing were keeping pace with or outstripping Intels, the market wasnt responding. Why? Ruiz found deals

unaccountably collapsing, his executives stonewalled by business partners, and promising innovations thwarted. As Intel made it almost impossible for its customers to use competitors chips, rumors floated that the only reason Intel allowed AMD to exist was to stave off antitrust investigations by the Federal Trade Commission. As government investigations began to reveal the truth about Intels predatory business practices, Ruiz realized that AMDs only option was to become David to Intels Goliath. Recruiting a team of renowned strategists and industry leaders, Ruiz developed tactics based on superior technology and innovative alliances. And when he finally made the decision to file a historic lawsuit against Intel, the battle between the two rivals escalated, enveloping the entire personal computer industry and bringing to a head a conflict that had been building for more than a decade. This unprecedented inside account of the microchip industry at war offers lessons to all readers interested in the thrust and parry of the high-technology sector who face daunting competitive challenges of their own.

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