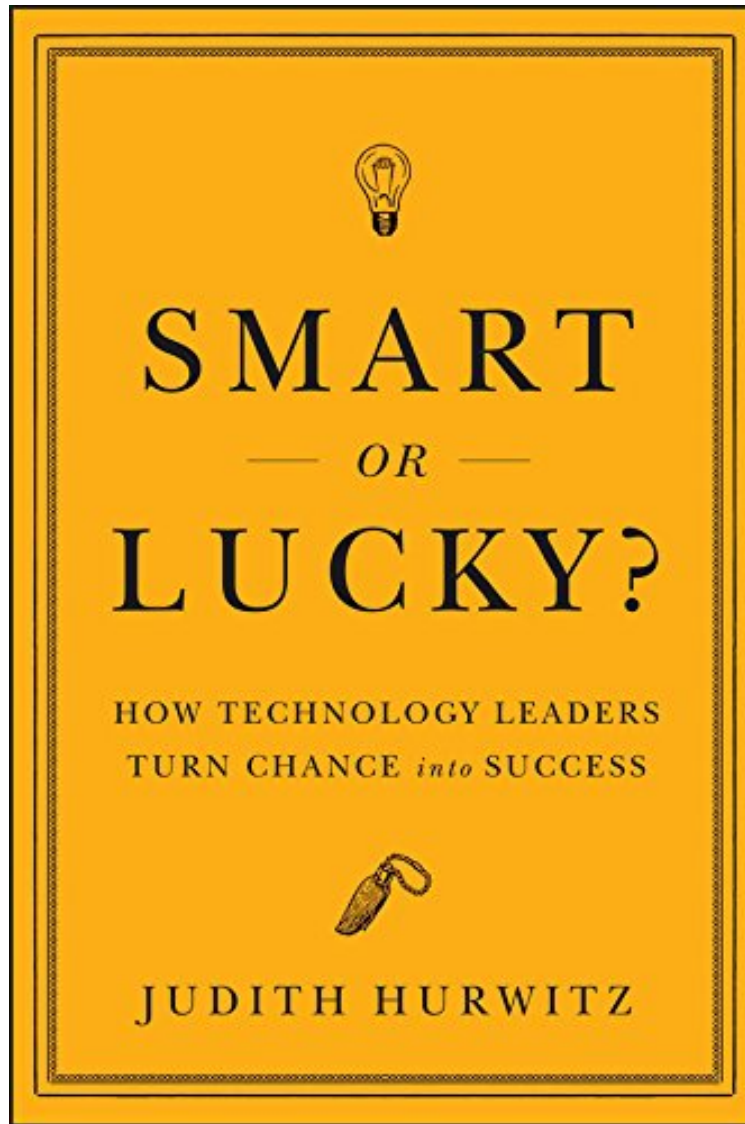


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Smart or Lucky?: How Technology Leaders Turn Chance into Success

Judith Hurwitz

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Judith Hurwitz : Smart or Lucky?: How Technology Leaders Turn Chance into Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Smart or Lucky?: How Technology Leaders Turn Chance into Success:

4 of 4 people found the following review helpful. Required reading for technology leaders, investment bankers, and technology investors By Kim Patrick Kobza Judith Hurwitz provides unique practical insights into success (and failure) in the last 40 years of the technology industry. She has experienced the industry from many vantage points - first as a

journalist, and second as one of the industry's most respected, and objective analysts. I believe that Hurwitz has also served on several boards and has been intimately familiar with how technology companies make their BIG decisions. I started reading *Smart and Lucky* with no expectations, but found it to be tremendously helpful in creating context as to why some companies succeed while others have failed. With the massive disruption taking place in business models within and without the technology industry, *Smart and Lucky* is timely. It will help many technology executives to navigate change. From putting "cloud" "mobile" and "social" into perspective, to creating contrast between old and new, "*Smart and Lucky*" nails it. We are having our entire management team read it to create a framework for strategic reference. You could repeat the mistakes made by some of the companies in the case studies. Or you can read the book. My suggestion - read the book. There aren't many that I put on the required reading list, but *Smart and Lucky* is on mine.

2 of 2 people found the following review helpful. Essential Handbook for the Entrepreneur By techgolem *Smart or Lucky?* is an essential user's guide for the entrepreneur in both startups and established businesses. Judith Hurwitz explains, with real life examples, how to make the transition in your business from a lucky break to making smart strategic decisions that will allow your business to survive and prosper. I've been building startups for 20 years, some very successful, some not so -- I wish I had had Judith's book way back then. Judith Hurwitz is a technology industry analyst to whom large and small companies listen to for advice. I'm going to buy a stack of this book and give them to my team, it will be a modest investment compared to the wealth of immediately usable information in the book.

1 of 1 people found the following review helpful. Authentic Business Perspective from Judith Hurwitz By TTuell Most of us have very little time to review the latest in business perspectives and have little tolerance for rehash of what we know. Judith poses a new, enlightening and provocative question - would you rather be smart or lucky in business and showcases successful examples profiling each; some with dramatic results and others with lessons to learn for our personal cabinet of best practices. I can always count on Judith to take an honest, authentic, balanced look at notable brands, and even some less so, to reveal the realities of ultimate influence - luck and smarts. Tiffany Tuell, President, Malama Loyalty Inc.

Smart or Lucky? How Technology Leaders Turn Chance into Success About the Book: An insider's look at the combination of luck and smarts you need to succeed in today's changing tech world. To be successful in any highly competitive market, you have to be smart, but you also have to be lucky by being at the right place at the right time. The most successful technology entrepreneurs understand the value of the combination of luck and smarts and make it work for them. Those who fail are the ones who may be lucky but get complacent, believe they're the smartest players in the market, and fail to make the changes needed to sustain leadership. *Smart or Lucky?* is for business leaders who are interested in learning what it takes to be successful in emerging markets and how to sustain success over the long term. It shows entrepreneurs how to recognize a lucky break and have the foresight to take advantage of it. Offers concrete lessons based on well-tested principles that have broad applications for business leaders and entrepreneurs across industries. Based on experiences with hundreds of successful and failed companies in the software market over three decades, the author's method has resulted in expanded revenue and increased market success for both large and small companies. Informative and highly detailed, this is a must-read for all business leaders and emerging entrepreneurs who want to understand how to stay nimble and succeed in complicated, competitive markets.

"*Smart or Lucky?* takes you on a fun ride through the information technology industry. Judith Hurwitz brings together a wealth of personal experience..." --Steve Mills, Senior Vice President and Group Executive, Software Systems, IBM

"Hurwitz deftly dissects dozens of winners and losers in the constantly churning tech industry, and offers concrete advice for entrepreneurs wanting to achieve and sustain success." --Don Tapscott, author, *Wikinomics* and *Macrowikinomics*

"Judith Hurwitz is known for her talent at anticipating technology trends--and communicating their importance to business leaders. She's done it again." --Marc Benioff, Chairman CEO, salesforce.com and author, *Behind the Cloud*

"Want to create a revolution, empire, industry standard? Read this book. It provides the formula for smarts + luck." --Christine Comaford, CEO Coach and author of *Rules for Renegades*

Judith provides valuable lessons on building sustainable technology companies and reminds us that initial spectacular market opportunities and brilliant execution are just table stakes --Ann Winblad, Managing Director, Hummer Winblad Venture Partners

From the Inside Flap "Want to create a revolution, empire, or industry standard? Read this book. It provides the formula for smarts + luck." --CHRISTINE COMAFORD author, *Rules for Renegades*

TO BE SUCCESSFUL IN ANY HIGHLY competitive market, you have to be smart, but you also have to be lucky enough to be at the right place at the right time. And you have to be smart enough to realize which you are. Using her insider experiences with hundreds of successful and failed technology companies over three decades, two bubbles, and one burst, Judith Hurwitz shows how the most successful entrepreneurs understand the value of the combination of luck and smarts; and make it work for them. Those who fail are the ones who may be lucky but get complacent, believe they're the smartest players in the market, or fail to make the changes needed to sustain leadership. *Smart or Lucky?* is for business leaders who are interested in learning what it takes to be successful in emerging markets and how to sustain success over the long term. It shows entrepreneurs how to recognize a lucky break and have the foresight to take advantage of it. Brimming

with real-world lessons based on well-tested principles, this groundbreaking book explores why lightning doesn't strike twice; how to supplant market leaders; how to walk away from legacy products; how to avoid lemming-like conformity; why promising technologies fail; how to gain, win, and retain customers; and how floundering companies can come back from near-death experiences. Informative and highly detailed, *Smart or Lucky?* is a key resource for all business leaders and emerging entrepreneurs who want to understand how to stay nimble and succeed in complicated, competitive markets.

From the Back Cover
Praise for *Smart or Lucky?* "Smart or Lucky? takes you on a fun ride through the information technology industry. Judith Hurwitz brings together a wealth of personal experience and historical fact in analyzing the successes and failures of tech companies. There are countless lessons to be taken away about corporate ignorance and corporate arrogance. 'Luck' or, in truth, rapidly changing market conditions, catches up with every company. The true strength of those companies that have survived and thrived has been a willingness to change and to allow the market, their customers, to guide them." —STEVE MILLS, senior vice president and group executive, Software Systems, IBM

"Judith Hurwitz is known for her talent at anticipating technology trends—and communicating their importance to business leaders. She's done it again. This book has great insights on cloud computing and the massive shift underway that is profoundly changing everything." —MARC BENIOFF, chairman and CEO, salesforce.com; and author, *Behind the Cloud*

"Judith Hurwitz deftly dissects dozens of winners and losers in the constantly churning tech industry, and offers concrete advice for entrepreneurs wanting to achieve and sustain success." —DON TAPSCOTT, author, *Wikinomics* and *Macrowikinomics*

"Judith provides valuable lessons on building sustainable technology companies and reminds us that initial spectacular market opportunities and brilliant execution are just table stakes in long-lasting market ownership." —ANN WINBLAD, managing director, Hummer Winblad Venture Partners

"Smart or Lucky? is without a doubt a walk down memory lane with commentary that is concise and most of all insightful. It is hard to find someone who can write objectively about whether people are good or lucky in context with the most explosive era of information technology. This book clearly puts the reader in touch with consequences and events of those turbulent and dynamic years. I highly endorse Judith's book as a must-read for anyone who wants to put sense into the mosaic of our industry." —SAM GREENBLATT, chief technology officer, Global Enterprises, Hewlett Packard Corporation