

How did the computer industry evolve into its present global structure? Why have some Asian countries succeeded more than others? Jason Dedrick and Kenneth L. Kraemer delve into these questions and emerge with an explanation of the rapid rise of the computer industry in the Asia-Pacific region. *Asias Computer Challenge* makes a systematic comparison of the historical development of the computer industries of Japan, Hong Kong, Korea, Singapore, and Taiwan and concludes that neither a plan versus market, nor a country versus company dichotomy fully explains the diversity found among these countries. The authors identify a new force--the emergence of a global production network. Reaching beyond specific companies and countries, this book explores the strategic implications for the Asian-Pacific countries and the United States. Now East Asia is faced with a challenge; they must make the move from low margin hardware business to high margin software and information businesses, while Americans must respond by maintaining leadership in standards, design, marketing, and business innovation.

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