

Winners & Losers: Creators & Casualties of the Age of the Internet



Winners and Losers tells the stories of some of the most innovative businesses of recent times, explaining how a few succeeded in creating and dominating entirely new markets while so many others die in today's ferociously competitive online era. Explaining clearly, with many interesting examples, what contributes to success and failure in creating and developing a company. Levis shows how companies like Amazon and Google rose from nothing to enormous heights, while IBM, Kodak, and AOL plummeted from them; how Nokia bounced from near bankruptcy to global leadership; and it charts the incredible rise, fall, and rise again of Apple. This is not a how to succeed in business textbook, but is far more interesting and more than accessible, even for those with no background in business or economics.

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