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Annabelle Gawer and Michael A.  
Cusumano, examines how a handful  
of firms has maximized this  
position--or are attempting to do  
so--and proposes a framework that  
other businesses can use to  
establish similar game plans.  
Combining original research with  
analysis that draws upon their  
experiences as professors  
specializing in high-tech strategy,  
Gawer and Cusumano focus on  
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DoCoMo, and supporters of the  
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story of Intel Intel's transition from  
a simple component maker,  
supplying microprocessors for  
system architectures to a major  
source of influence in the evolution  
of PC architecture and subsequently  
its rise as the platform leader is  
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Platform Leadership, high-tech  
strategy experts Annabelle Gawer  
and Michael A. Cusumano reveal

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how Intel, Microsoft, and Cisco, as well as companies including Palm and NTT DoCoMo, have orchestrated industry innovations to support their products-and, in the process, established dominant market positions. Based on these in-depth case studies and on incisive analysis, the authors present their Four Levers Framework for designing and implementing a successful platform strategy-or for ... Platform Leadership: How Intel, Microsoft, and Cisco Drive ... The focus of our initial work was on how Intel, Microsoft, Cisco and other companies had been able to drive industry innovation and sustain positions of platform leadership. Read the Full Article Create Account Buy as a PDF How Companies Become Platform Leaders in the

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