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Synopsis

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"Sea-Jin Chang has written a fascinating comparison of Sony and Samsung that will be valuable to anyone interested in strategy, organizations or international business. The interwoven and very detailed case studies of two very different companies in overlapping industries illuminate problems such as adaptation to technological change (analog to digital), organizational flexibility and
Sony vs Samsung : The Inside Story of the Electronics

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"Sony vs. Samsung is business history at its best!

It explores the divergent fortunes of these two electronics giants in the last decade and identifies the true reasons

behind Sony's decline and Samsung's rise. Contrary to popular belief, Chang shows that success (or failure) does not simply arise from different strategies. Rather, it emerges from

[Sony at a Crossroads: Why Muddling Through Is No Longer ...](#)

The hardware side is completely finished, says Sea-Jin Chang, a professor at the Business School of the National University of Singapore and author of the book, *Sony vs. Samsung: The Inside*

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Dr Chang Sea-Jin is the Lim Kim San Chair Professor of Business Administration at National University of Singapore (NUS) Business School. Prior to joining NUS, Dr Chang was a Visiting Professor at Wharton School of University of Pennsylvania and Kumho Asiana Group Endowed Chair Professor at the School of Administration at Korea University.

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Dr Chang Sea-Jin is the Lim Kim San Chair Professor of Business Administration at National University of Singapore (NUS) Business School. He is also the author of *Sony vs Samsung: The Inside*

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Sony Vs Samsung Quotes (showing 1-1 of 1) Yet although Sony believed that the transition from CRTs to flat panels was inevitable, it did not invest in production facilities for PDPs or LCDs because it believed such an investment was strategically unwise.

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