

WAVES OF POWER

THE DYNAMICS OF
GLOBAL TECHNOLOGY LEADERSHIP
1964-2010

David C. Moschella

Senior Vice President of Research, *Computerworld Inc.*

CONTENTS

Introduction and Overview	ix
1 Reassessing IBM's Legacy	1
2 Understanding the Second Wave: The Power of a Paradigm Shift	13
3 Global Competition in the PC Era: What Happened to Japan?	41
4 Technology Evolves: Intel and Microsoft Head Toward the Enterprise	61
5 Time Out for Some Data	85
6 Understanding the Network-Centric Era	97
7 Toward a Converged Industry Value Chain	113
8 Applications Drive Structure	129
9 Global Hardware Competition in the Network-Centric Era	143
10 Global Software Competition in the Network-Centric Era	163
11 Transmission Services	179
12 Competition Between Nations	199
13 Implications for Enterprise Computing	217
14 Evolution of the Consumer Market	231
15 The Role of Government	243
16 The Fourth Wave: Toward a Content-Centric IT Industry	261

17	Waves of Power	279
	Index	291