

**OPEN: HOW COMPAQ ENDED IBMS PC DOMINATION
AND HELPED INVENT MODERN COMPUTING**

Yvonne Rollings

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Open: How Compaq Ended IBM's PC Domination and Helped Invent Modern there was no software standardization, so every brand of personal computer.

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Cover to cover, the book is packed with thoughtful ideas on competition, risk, capital management, engineering, sales, and marketing, but the central theme is always clear and in focus: industry standards and open architectures can promote fairer marke Rod Canion could have easily written a self-absorbed personal memoir in the style of many great and former CEOs, but instead he wrote a fast-paced and deeply educational manual that should be required reading for any aspiring technology executive. Visibility Others can see my Clipboard. HenryCloud. Compaq would then be in direct competition with IBM, so it was reasonable to assume that its portable would take away a big chunk out of our sales just as its desktop had from other desktop makers. Just eight years later, compatibility with the open PC standard had become ubiquitous, and it has continued to be for over two decades. The phenomenal success of our first year in business suddenly looked unrepeatable.

Hissupervisorsaidhehadaweektofinalizethisprojectsandhandthemoff.Fo example, my favorite part of the Compaq story.