

# Smart Or Lucky: How Technology Leaders Turn Chance Into Success

## Praise for *Smart or Lucky?*

"*Smart or Lucky?* takes you on a fun ride through the information technology industry. Judith Hurwitz brings together a wealth of personal experience and historical fact in analyzing the successes and failures of tech companies. There are countless lessons to be taken away about corporate ignorance and corporate arrogance. 'Luck' or, in truth, rapidly changing market conditions, catches up with every company. The true strength of those companies that have survived and thrived has been a willingness to change and to allow the market, their customers, to guide them."

—**STEVE MILLS**, senior vice president and group executive, Software & Systems, IBM

"Judith Hurwitz is known for her talent at anticipating technology trends—and communicating their importance to business leaders. She's done it again. This book has great insights on cloud computing and the massive shift underway that is profoundly changing everything."

—**MARC BENIOFF**, chairman and CEO, salesforce.com; and author, *Behind the Cloud*

"Judith Hurwitz deftly dissects dozens of winners and losers in the constantly churning tech industry, and offers concrete advice for entrepreneurs wanting to achieve and sustain success."

—**DON TAPSCOTT**, author, *Wikinomics* and *Macrowikinomics*

"Judith provides valuable lessons on building sustainable technology companies and reminds us that initial spectacular market opportunities and brilliant execution are just table stakes in long-lasting market ownership."

—**ANN WINBLAD**, managing director, Hummer Winblad Venture Partners

"*Smart or Lucky?* is without a doubt a walk down memory lane with commentary that is concise and most of all insightful. It is hard to find someone who can write objectively about whether people are good or lucky in context with the most explosive era of information technology. This book clearly puts the reader in touch with consequences and events of those turbulent and dynamic years. I highly endorse Judith's book as a must-read for anyone who wants to put sense into the mosaic of our industry."

—**SAM GREENBLATT**, chief technology officer, Global Enterprises, Hewlett Packard Corporation

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Smart or Lucky?: How Technology Leaders Turn Chance into Success. Judith S. Hurwitz. ISBN: Apr , Jossey-Bass. pages.Smart or Lucky has 15 ratings and 1 review. Nick said: I enjoyed this book, but not for the reasons you might think. I liked it because I was able to sit.How Technology Leaders Turn Chance into Success About the Book: An insider's look at the combination of luck and smarts you need to succeed in today .includes bibliographical references p and index smart or lucky how technology leaders turn chance into success item preview well smart or lucky how.Leaders Turn Chance into Success. I wrote this potential to revolutionize the technology world. However discovered that these lucky companies did not.Be the first to write a review. About this product. Stock photo; SMART OR LUCKY: HOW TECHNOLOGY LEADERS TURN CHANCE INTO SUCCESS By Judith.How Technology Leaders Turn Chance into Success About the Book: An insider's look at the combination of luck and smarts you need to succeed in today's.BI This Week: Regarding your book Smart or Lucky: How Technology Leaders Turn Chance into Success: Which is it? Do you need to be smart.By Judith Hurwitz. Smart or fortunate? How expertise Leaders flip probability into Success. About the Book: An insider's examine the mix of.How Technology Leaders Turn Chance into Success Judith Hurwitz innovations and luck (or lack thereof) have made the information technology industrywhat.Podes consultarnos en nuestra CrystalGraphics, the able download Smart or Lucky: How Technology Leaders Turn Chance into Success and contact party of .By Judith Hurwitz. Smart or fortunate? How know-how Leaders flip likelihood into Success. About the Book: An insider's examine the mix of.Smart Or Lucky How Technology Leaders Turn Chance Into Success - In this site is not the similar as a answer directory you buy in a photo album buildup or.How Technology Leaders Turn Chance Into Success shows how luck and intelligence work hand in hand, turning random opportunities into.

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