

IN SEARCH OF STUPIDITY
Over 20 Years of High-Tech
Marketing Disasters
SECOND EDITION

Merrill R. Chapman

In Search of Stupidity: Over 20 Years of High-Tech Marketing Disasters, Second Edition

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ISBN-13: 978-1-59059-721-7

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Library of Congress Cataloging-in-Publication Data

Chapman, Merrill R., 1953-

In search of stupidity : over 20 years of high-tech marketing disasters / Merrill R. Chapman.
-- 2nd ed.

p. cm.

Includes bibliographical references and index.

ISBN 1-59059-721-4

1. Computer software industry--Management--Case studies. 2. Computer industry--
Management--Case studies. 3. Business failures--Case studies. I. Title.

HD9696.63.A2C53 2006

338.4'7004--dc22

2006029296

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Printed and bound in the United States of America 9 8 7 6 5 4 3 2 1

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For information on translations, please contact Apress directly at 2560 Ninth Street, Suite 219, Berkeley, CA 94710. Phone 510-549-5930, fax 510-549-5939, e-mail info@apress.com, or visit <http://www.apress.com>.

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