Extra Credit Report

Complete the following table with information from your extra credit assignment.

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| **Name of Article (include link)** | [How Microsoft Blew It With Windows Mobile](https://www.wired.com/2009/11/microsoft-windows-mobile/) |
| **Name of Publisher (eg. Wall Street Journal, Business Insider, etc.)** | Wired |
| **Principle from *The Innovator’s Dilemma* found in the article** | Small markets don't solve the growth needs of large companies. |
| **Summary of how the article relates to the principle identified above.**  (3-4 complete sentences) | Microsoft, a leading software company, struggled to gain traction in the mobile market dominated by Apple's iOS and Google's Android operating systems. Despite investing in its mobile platform, Windows Phone, Microsoft faced challenges in attracting app developers and users compared to its competitors. Ultimately, Microsoft scaled back its mobile efforts and shifted its focus to other areas. |