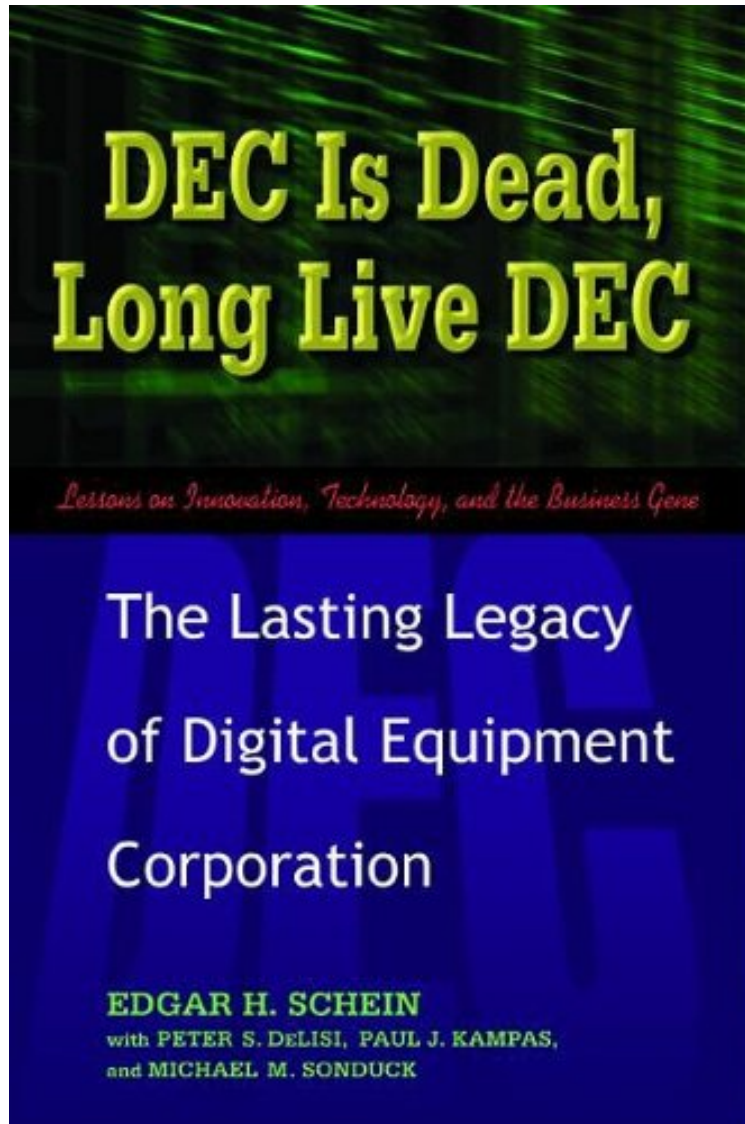


[Free read ebook] DEC Is Dead, Long Live DEC: The Lasting Legacy of Digital Equipment Corporation

DEC Is Dead, Long Live DEC: The Lasting Legacy of Digital Equipment Corporation

Edgar Schein, Paul Kampas

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#573102 in eBooks 2004-08-09 2004-08-09 File Name: B00F9FL2TO | File size: 62.Mb

Edgar Schein, Paul Kampas : DEC Is Dead, Long Live DEC: The Lasting Legacy of Digital Equipment Corporation before purchasing it in order to gauge whether or not it would be worth my time, and all praised DEC Is Dead, Long Live DEC: The Lasting Legacy of Digital Equipment Corporation:

0 of 0 people found the following review helpful. sad tale of what might have been By W Boudville One of the first computers I worked on was a Dec-10. I also used one of the PDPs. Then I later was sysadmin and wrote Fortran code for a Vax 785. So I was rather nostalgic over DEC's demise. This would have seemed inconceivable in the mid 80s,

when DEC was at its height, and second only to IBM. But Schein's analysis points out that the seeds of DEC's fall were already flourishing at its apex. One merit of the book is how it points out that it was not just Ken Olsen who made all the bad decisions. Notably that the "PC was just a toy". It was also the rest of the top management. Worsened by a complex matrix management structure. This had the effect of drastically slowing decision making. The book is a sad tale of what might have been. For instance, it is well known how DEC missed the PC revolution. But it also dropped the ball on networking. DEC came up with DECNET by 1984. It had many very capable network engineers. But DEC's routers and switches were only for DECNET. DEC could have been DEC+Cisco, if it had migrated aggressively to the Arpanet/Internet. Sure, it had some presence in the latter. But not enough. It kept pushing its DECNET and in the end the Internet just drove DECNET into irrelevance. 0 of 0 people found the following review helpful. kind of dry but interesting insight into DEC By Art Yerkes Got some insights into the surprisingly sudden (from the outside) flameout of DEC and why they made some of the most visibly cringeworthy decisions in the late 80s. Not very thrilling in the sense that some other books on corporate failures are, but worth reading if you're into what makes tech companies tick. 0 of 0 people found the following review helpful. Engineering and Marketing By Kindle Customer As a 17 year veteran of digital equipment corporation, I enjoy reliving our perennial discussions (arguments). I wonder at the ability of Ken Olsen to inspire by empowerment. I also wonder at the depth of the final fall from profitability. The questions are raised, but not completely answered by this book.

Edgar Schein is one of the founders of the organization development field, a widely respected scholar and a bestselling author; Shows how the unique culture of DEC was responsible both for its early rise and for its ultimate downfall - a real-life classical tragedy; Schein was a high-level consultant to DEC throughout its history, with unparalleled access to the company's story as it unfolded over the course of four decades DEC Is Dead, Long Live DEC tells the 40-year story of the creation, demise, and enduring legacy of one of the pioneering companies of the computer age. Digital Equipment Corporation created the minicomputer, networking, the concept of distributed computing, speech recognition, and other major innovations. It was the number two computer maker behind IBM. Yet it ultimately failed as a business and was sold to Compaq Corporation. What happened? Edgar Schein consulted to DEC throughout its history and so had unparalleled access to all the major players, and an inside view of all the major events. He shows how the unique organizational culture established by DEC's founder, Ken Olsen, gave the company important competitive advantages in its early years, but later became a hindrance and ultimately led to the company's downfall. Schein, Kampas, DeLisi, and Sonduck explain in detail how a particular culture can become so embedded that an organization is unable to adapt to changing circumstances even though it sees the need very clearly. The essential elements of DEC's culture are still visible in many other organizations today, and most former employees are so positive about their days at DEC that they attempt to reproduce its culture in their current work situations. In the era of post-dot.com meltdown, raging debate about companies "built to last" vs. "built to sell," and more entrepreneurial startups than ever, the rise and fall of DEC is the ultimate case study.

About the Author Edgar H. Schein is currently Sloan Fellows Professor of Management Emeritus at the Sloan School. He is also the Founding Editor of Reflections, the Journal of the Society for Organizational Learning devoted to connecting academics, consultants, and practitioners around the issues of knowledge creation, dissemination and utilization.