



Digital Wars: Apple, Google, Microsoft and the Battle for the Internet

By Charles Arthur

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The first time that Apple, Google and Microsoft found themselves sharing the same digital space was 1998. They were radically different companies and they would subsequently fight a series of pitched battles for control of different parts of the digital landscape. They could not know of the battles to come. But they would be world-changing.

This new edition of Digital Wars looks at each of these battles in turn. Accessible and comprehensive, it analyses the very different cultures of the three companies and assesses exactly who are the victors on each front. Thoroughly updated to include information on the latest developments and rising competitors Samsung, it also include a completely new chapter on how China moved from being the assembly plant for music players and smartphones, to becoming the world's biggest smartphone business.

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Editorial Review

Review

"[A] revealing account of Apple, Google and Microsoft's battles for dominance in search, digital music and smartphones."

(Robert Skinner *Ertblog*)

"[T]races the digital wars between Apple, Google, and Microsoft since 1998 related to antitrust, search engines, digital music, smartphones, and tablets. This edition incorporates information on recent developments and competitors like Samsung and a new chapter on how China has become one of the world's biggest smartphone producers."

(Book News *Inc.*)

"[E]asy to read and extremely interesting."

(*Inside the Mind of a Bibliophile blog*)

"[A] journalistic tale of competitive intrigue... For anyone with an interest in how our digital world has evolved, Charles Arthur's *Digital Wars* is required reading."

(Barry Silverstein *ForeWord Reviews*)

"[A] definitive history of the battle for internet dominance between Microsoft, Apple and Google. ... What distinguishes his book from the many volumes written about the Big Three is a passion for detail, checked and referenced facts, laced with anecdotes collected over decades of his professional writing career. There is a forensic quality to his writing that is as impressive as it is much welcomed. ... There are so many lessons to be learnt from this book."

(*Liberate Media*)

"getAbstract recommends it to students of history, technology and corporate success. And if you are reading this abstract on a tablet or phone, you will soon learn more about the myriad decisions that led to the device in your hand."

(getAbstract *Inc.*)

"It's rare to say that a business book is a page-turner. But Charles Arthur's book, *Digital Wars*, is just that. ... [Arthur] does something unexpected in his book: He breathes life into these billion-dollar companies and makes them...human. ... *Digital Wars* does more than rehash familiar stories of these industry giants, instead focusing on overarching narratives complete with an accounting of the victories and losses of each. ... If you enjoyed Walter Isaacson's biography of the late Apple CEO as a personal glimpse into the man, *Digital Wars* is a must-read for a view of Jobs' doppelganger, Apple, and the other companies that waxed and waned in no small part due to his genius."

(*New York Journal of Books*)

"I believe that history shapes the future even in the fast moving world of technology. So, if you share the same beliefs, then this this is indeed an interesting read. ... I recommend it."

(A. Jaokar *Open Gardens Blog*)

"[A] fine survey documenting battles over search technology, mobile music, smartphones and more, and considers how these companies embarked on campaigns that not only changed their business structures, but the nature of information as a whole."

(*Midwest Book Review*)

"[A] great read, written in a concise, clear and engaging style."

(Tim Anderson *ITWriting*)

"Arthur traces the ups-and-downs of the companies over time and the cutthroat competition that persists today to create the next state of the art server, music device, smartphone, tablet, or something entirely new. ...Lively and informative, even non-geeks will find this story riveting."

(*Publishers Weekly*)

"[R]arely do I enjoy books as much as Charles Arthur's new *Digital Wars*. ...Not only is this highly informative, but it is extremely well written. ...He somehow manages to craft an exciting thriller out of what could have been written in a very arid and boring way. ...This book is a "must read" for anyone who really wants to understand some of the changes that have taken place in the ICT industry over the last 15 years. ...There is much to be learnt about the past from *Digital Wars* to help us shape the future."

(Tim Unwin, CEO *Commonwealth Telecommunications Organisation*)

"Science and technology journalist Arthur (Guardian, UK) provides a summary of the big three Internet-era companies, focusing on search platforms, digital music, smartphones, and tablets. ...Where many similar works such as John Battelle's *The Search* and Walter Isaacson's *Steve Jobs* focus primarily on personalities and management approaches, this work focuses more on various aspects of market economics and strategies, as well as competitive patent practices. Valuable for all readers, and a suitable addition for history of technology and business collections. Summing Up: Highly recommended. All levels/libraries."

(K. D. Winward, Central College *CHOICE*)

About the Author

Charles Arthur is the technology editor at the *Guardian* newspaper. An experienced journalist, he has over 25 years' experience in technology and science journalism. He has met many of the senior figures in the technology industry and has extensive experience of reporting on the activities of Apple, Google and Microsoft. He has interviewed Bill Gates and Steve Jobs on numerous occasions, and he has a large following and regularly speaks, writes and blogs on all topics relating to technology.

Users Review

From reader reviews:

Michael Brown:

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