

## In Search Of Stupidity Over Twenty Years Of High Tech Marketing Disasters

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### In search of stupidity : over 20 years of high-tech ...

Merrill R. (Rick) Chapman is the author of the first edition of In Search of Stupidity. He has worked in the software industry since 1978 as a programmer, salesman, support representative, senior marketing manager, and consultant for many different companies, including WordStar (really MicroPro,...

### In Search of Stupidity: Over 20 Years of High-Tech ...

In search of stupidity : over 20 years of high-tech marketing disasters. [Merrill R Chapman] -- In Search of Stupidity is National Lampoon meets Peter Drucker. It's a funny and well-written business book that takes a look at some of the most influential marketing and business philosophies of ...

### In search of stupidity : over 20 years of high-tech ...

Secondly, most of the power in business, finance, diplomacy and politics is in the hands of more or less stupid individuals. Finally, high abilities are often linked with serious stupidity. According to In Search of Stupidity: Over Twenty Years of High Tech Marketing Disasters, (2003) by Merrill R. Chapman:

### In Search of Stupidity: Over Twenty Years of High Tech ...

In Search of Stupidity: Over Twenty Years of High-Tech Marketing Disasters, Second Edition is National Lampoon meets Peter Drucker. It's a funny and well-written business book that takes a look at some of the most influential marketing and business philosophies of the last twenty years.

### In search of stupidity : over 20 years of high-tech ...

In Search of Stupidity is not a traditional business book; rather, it's a high-level analysis of marketing mistakes made by some of the biggest and most well-known high-tech companies over the last 20 years.

### In Search Of Stupidity Over

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### Chapman Foreword by Eric Sink —Mike Bosworth Author of ...

In Search of Stupidity: Over 20 Years of High-Tech Marketing Disasters. This is an entertaining account of failed marketing and business plans used in the microelectronics industry over the last 20 years. The book gives a clear analysis of the campaigns, what happened, and why they didn't work.

### In Search of Stupidity Over Twenty Years of High Tech ...

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### Amazon.com: Customer reviews: In Search of Stupidity: Over ...

In Search of Stupidity: Over Twenty Years of High Tech Marketing Disasters is a most valuable book and is a wonderful read for anyone in the software industry. For those in sales and marketing, it is clearly required reading, and in fact, should be reread periodically.

### In Search of Stupidity: Over 20 Years of High-Tech ...

In Search of Stupidity: Over Twenty Years of High-Tech Marketing Disasters, Second Edition is National Lampoon meets Peter Drucker. It's a funny and well-written business book that takes a look at some of the most influential marketing and business philosophies of the last twenty years.

**In Search of Stupidity : Over 20 Years of High-Tech ...**

"In Search of Stupidity: Over 20 Years of High-Tech Marketing Disasters is the indispensable book for anyone who wishes to understand what companies do to fail, what they can do to avoid committing yesterday's mistakes yet again, and who desperately desires to never ever see their company profiled in a sequel."--Jacket.

**In Search of Stupidity: Over 20 Years of High-Tech Marketing Disasters**

In Search of Stupidity is not a traditional business book; rather, it's a high-level analysis of marketing mistakes made by some of the biggest and most well-known high-tech companies over the last 20 years. The book contains numerous stories of somewhat smart companies that have made stupid marketing mistakes.

**Amazon.com: In Search of Stupidity: Over Twenty Years of ...**

In Search of Stupidity: Over 20 Years of High-Tech Marketing Disasters is the indispensable book for anyone who wishes to understand what companies do to fail, what they can do to avoid committing yesterday's mistakes yet again, and who desperately desires to never ever see their company profiled in a sequel.