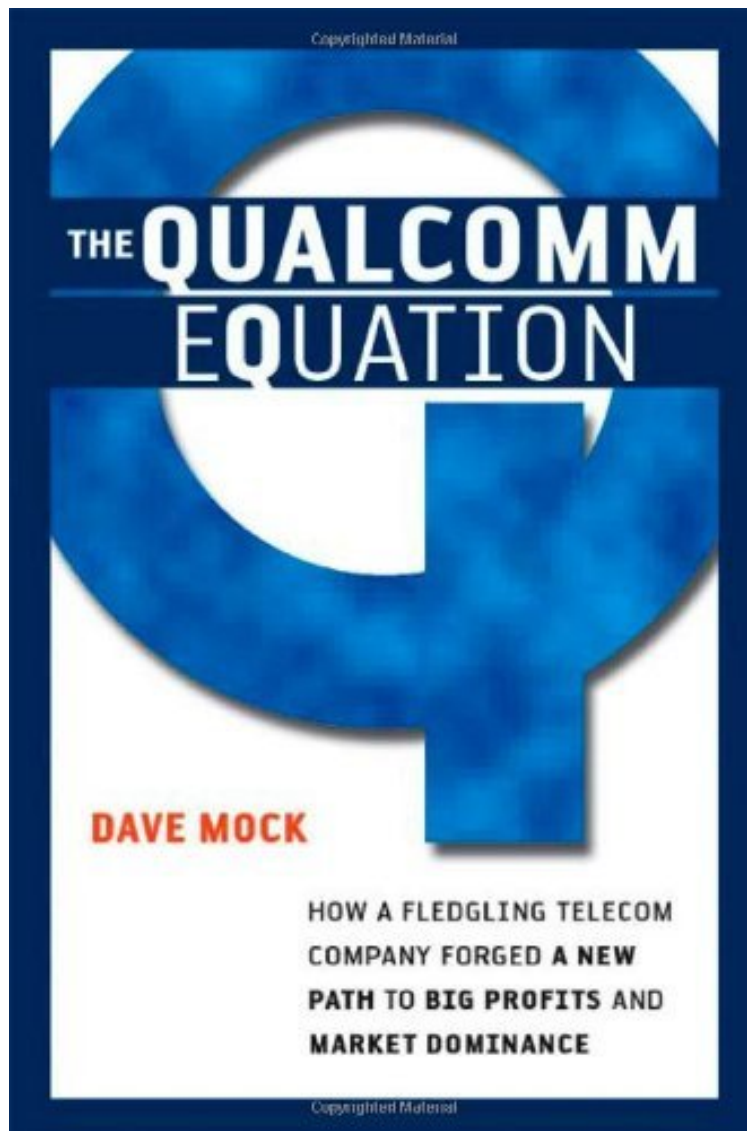


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Joseph L. Van Meter As an admittedly tiny, but very very enthusiastic investor who bought shares on the very first day QCOM went public during the early 1990's, I have always regarded this company as the Gold Standard for technology innovation and fundamental development. While I have been somewhat familiar with some of QCOM's early history, particularly from two of its founders (Viterbi and Jacobs), who are two very well-known communications pioneers, this book helps put additional meat on the bones. I was so happy to discover this volume. 1 of 11 people found the following review helpful. Good purchase experience By lovision I am satisfied with this purchase. The order process is smooth. The Shipment is reasonable faster than the statement. The package is nice, very tiny torn. The book quality is good. High resolution printed characters. I really like this book.

How did a small, unknown company like Qualcomm manage to storm the wireless industry and grow into a multibillion dollar powerhouse in less than a decade? The Qualcomm Equation provides an in-depth look at Qualcomm's business model, as well as chronicling the exciting early history of the company. Readers will gain insight into the methods Qualcomm used to license a growing list of patents for profit, and learn from the key business strategies that enabled Qualcomm to leapfrog the competition.

About the Author Dave Mock is a practicing engineer and consultant to the telecommunications industry, and has written extensively for online and print publications, including The Feature, Unstrung, and The Motley Fool. He is also the author of Tapping Into Wireless. Mr. Mock lives in Placentia, California.