



## Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry

By Jacquie McNish, Sean Silcoff

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In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong?

*Losing the Signal* is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway.

With unprecedented access to key players, senior executives, directors and competitors, *Losing the Signal* unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones.

Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

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### Editorial Review

#### Review

"In the tech industry, they say that you learn more from a failure than from a hit. Well, if that's true, *Losing the Signal* will give you a post-doctoral education. Reading the inside story of the BlackBerry's helpless flame-out is like watching any other train wreck: You're horrified, but you can't look away." --David Pogue, Author of *POGUE'S BASICS* and founder of Yahootech.com

"In *Losing the Signal*, Jacque McNish and Sean Silcoff tell the harrowing and riveting story of how we lost the connection to the BlackBerry, a communication device so innovative and addictive that it was known, among aficionados, as a Crackberry. It's a tale of rivalries, jealousies and missed opportunities. You won't be able to put it down." --William Cohan, author of *House of Cards: A Tale of Hubris and Wretched Excess on Wall Street* and *Money and Power: How Goldman Sachs Came to Rule the World*

"*Losing the Signal* tells of the marriage and divorce of Mike Lazaridis and Jim Balsillie, how two opposites built RIM into a world-beater and how they lost it. This is first-class reporting that reads like a juicy novel, with one amazing story after another. A terrific book." --Howard Green, author of *Banking on America*

#### About the Author

**JACQUIE MCNISH** is a senior writer with the *Globe and Mail* and before that the *Wall Street Journal*. She has won seven National Newspaper Awards and is the author of three best-selling books, two of which won the National Business Book award. She lives in Toronto with her husband and two sons.

**SEAN SILCOFF** is a business writer with the *Globe and Mail* and a two-time National Newspaper Award winner. He lives near Ottawa with his wife and three children.

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##### Eric Totten:

In this 21st millennium, people become competitive in most way. By being competitive currently, people have do something to make all of them survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that often many people have underestimated it for a while is reading. Yep, by reading a guide your ability to survive raise then having chance to endure than other is high. For yourself who want to start reading a book, we give you that *Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry* book as beginning and daily reading reserve. Why, because this book is more than just a book.

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### **Gary Stark:**

Your reading 6th sense will not betray you, why because this Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry e-book written by well-known writer who knows well how to make book which can be understand by anyone who else read the book. Written with good manner for you, dripping every ideas and producing skill only for eliminate your hunger then you still uncertainty Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry as good book not only by the cover but also through the content. This is one e-book that can break don't evaluate book by its cover, so do you still needing one more sixth sense to pick that!?! Oh come on your reading through sixth sense already said so why you have to listening to yet another sixth sense.

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