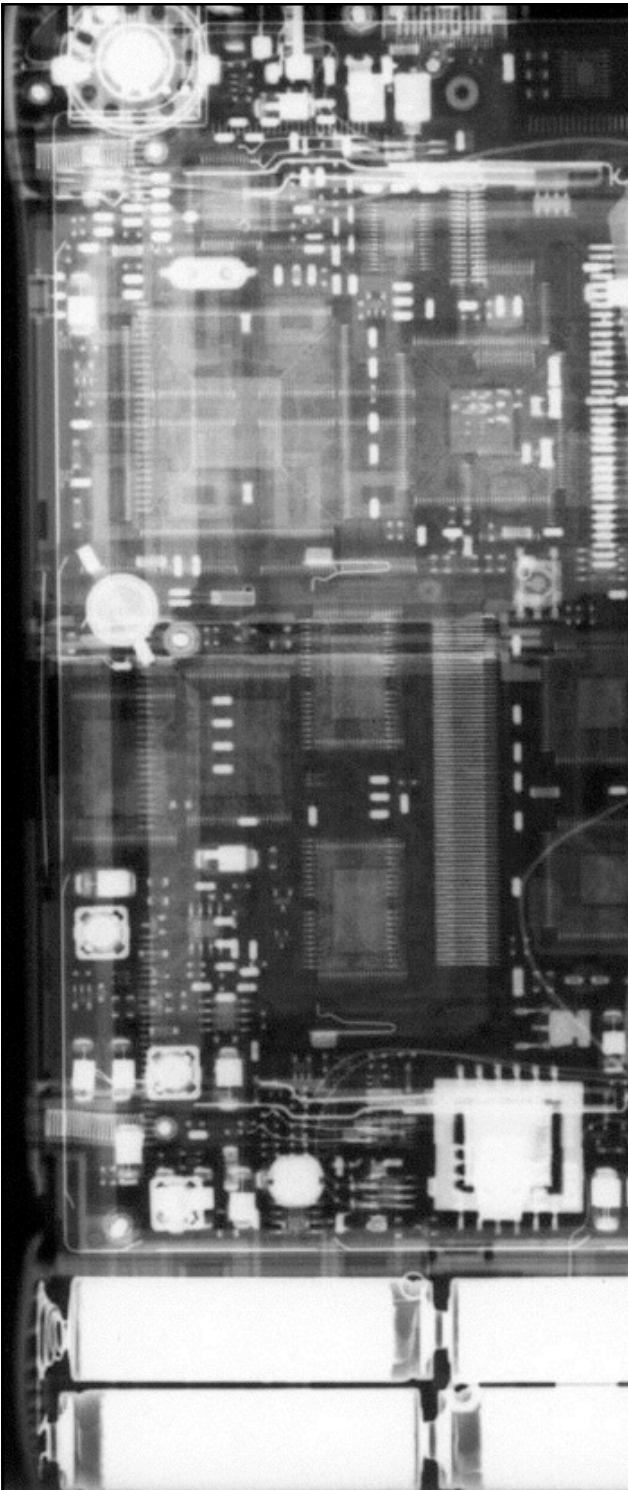


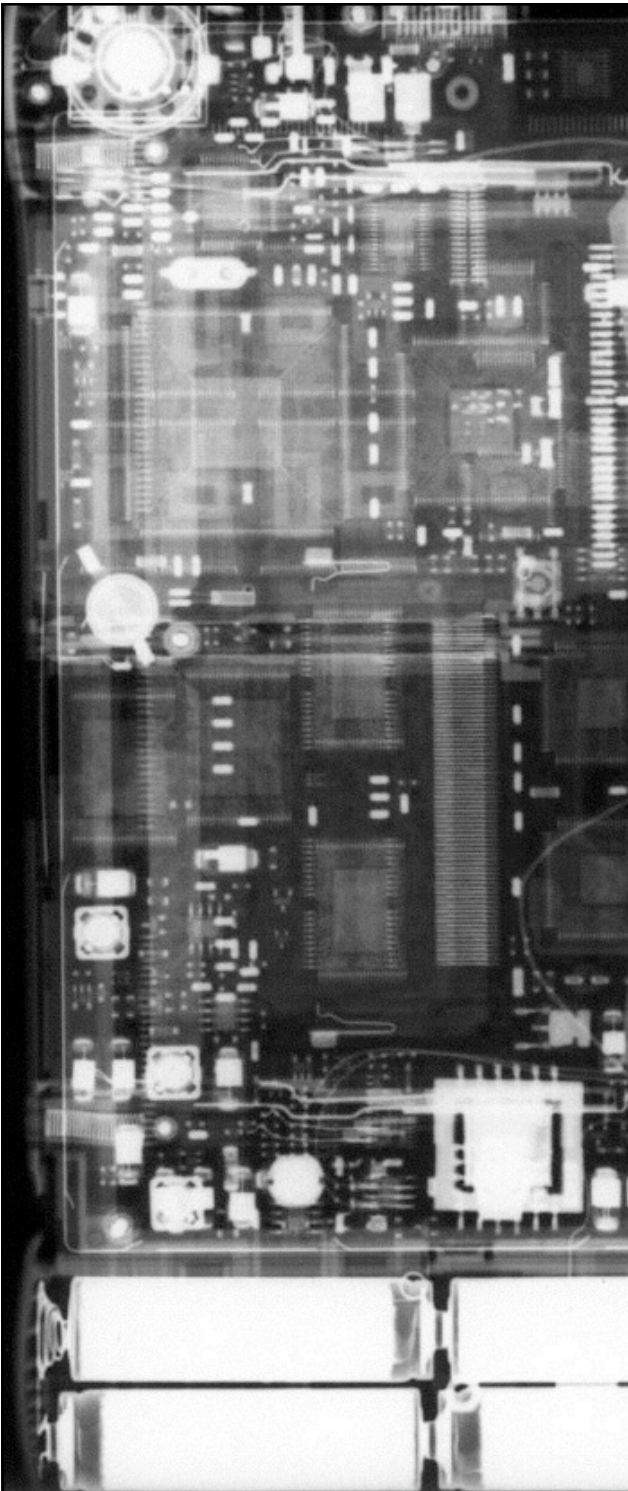
why the newton failed in the marketplace

presentation at wwnc 2004, paris, france
roman pixell



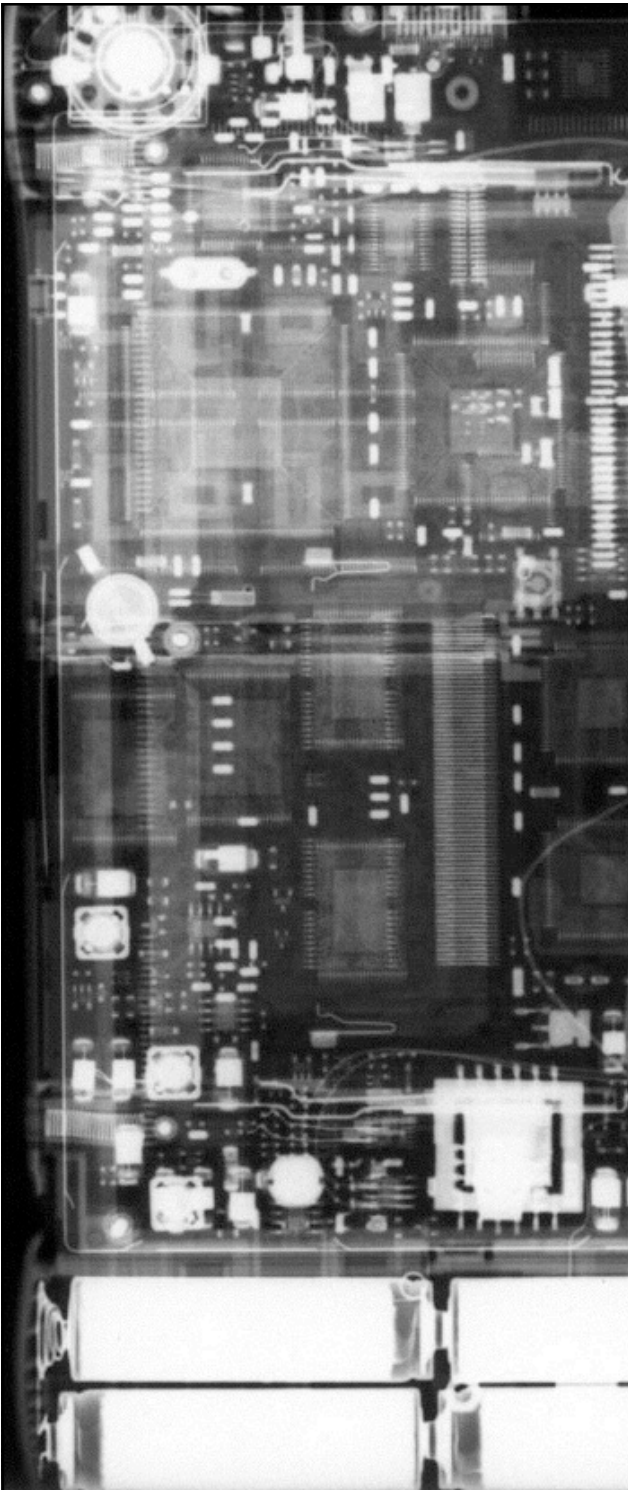
It was not Newton that failed, rather – it was Apple

- Positioning (no clear strategy)
- Pricing (no entry level model)
- Form factor (bulky, heavy)
- Developer support (expensive SDK)
 - Many other reasons...



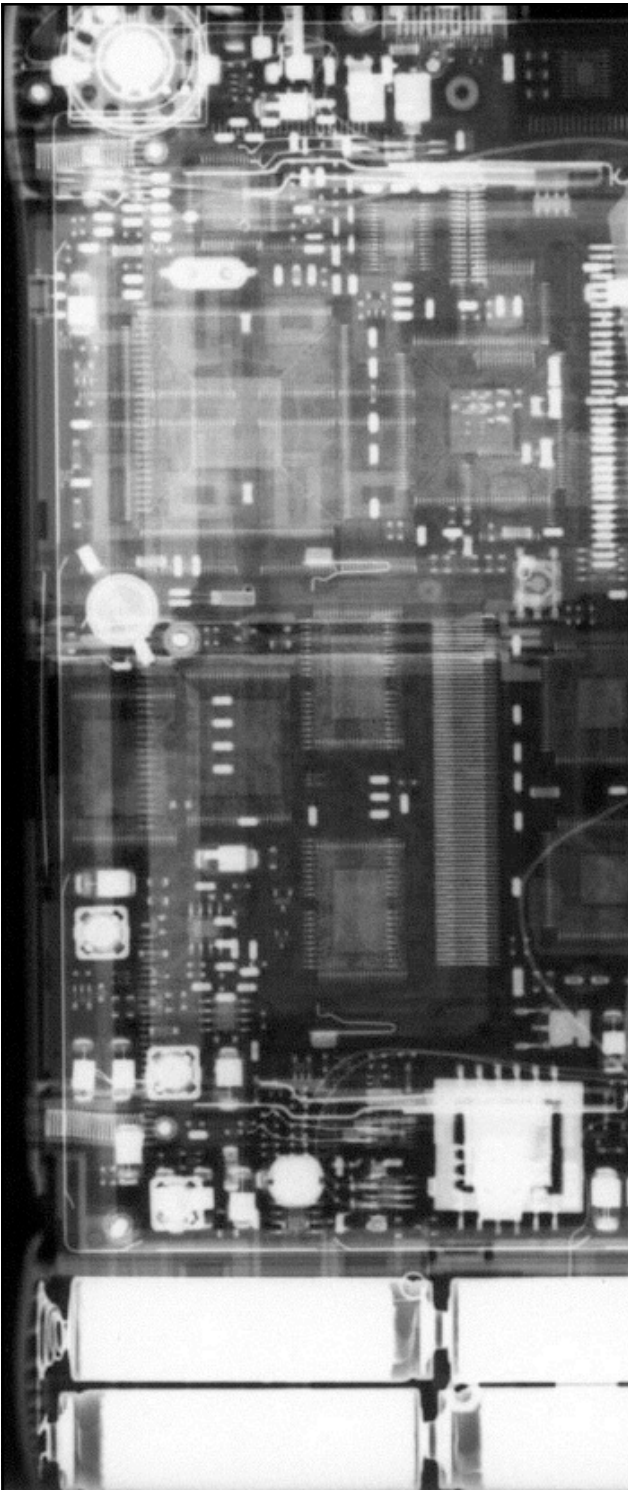
The need of a new marketing case

- Other cases are old
- Other cases are boring
- Difficult to apply newer theories



The Newton case interests us because it is...

- Complex
- Long story with many details
- Before - after (february 1998)
- Large user base still active
- Strong developer community today
- Readers/students will more likely relate to their current situation with an updated story

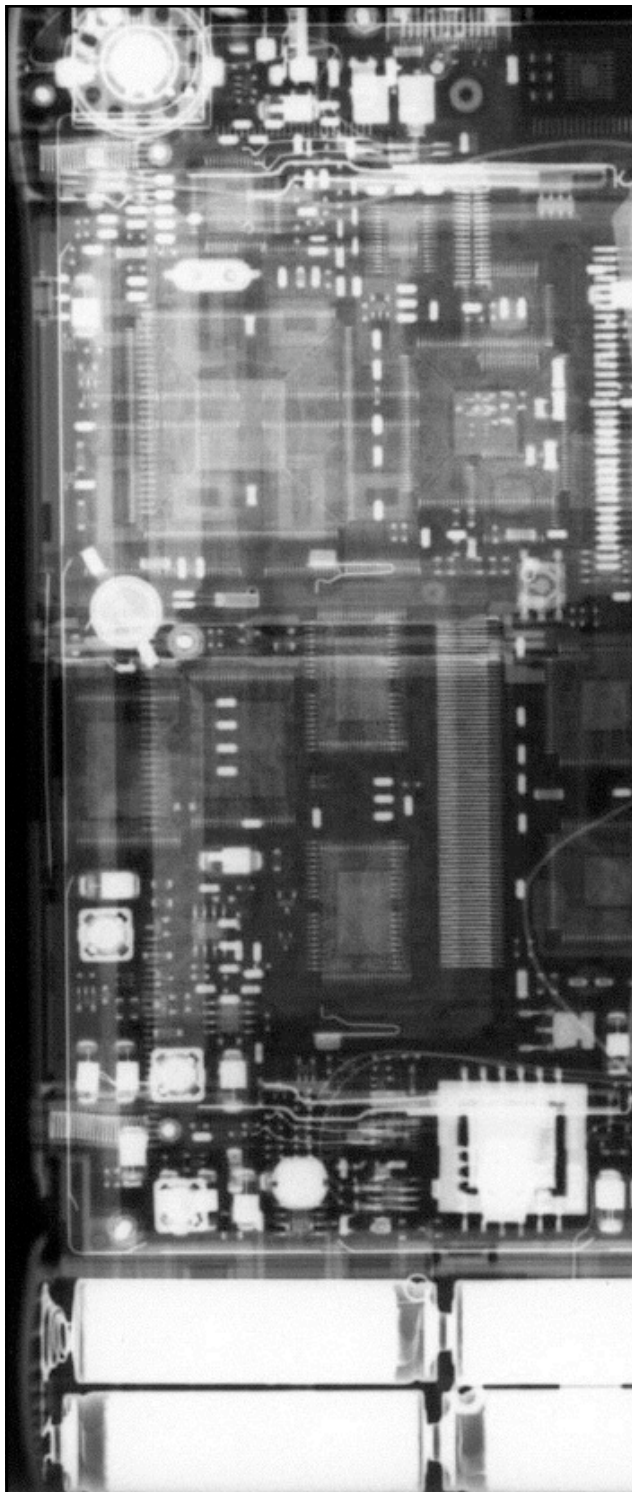


But there is also a need ...

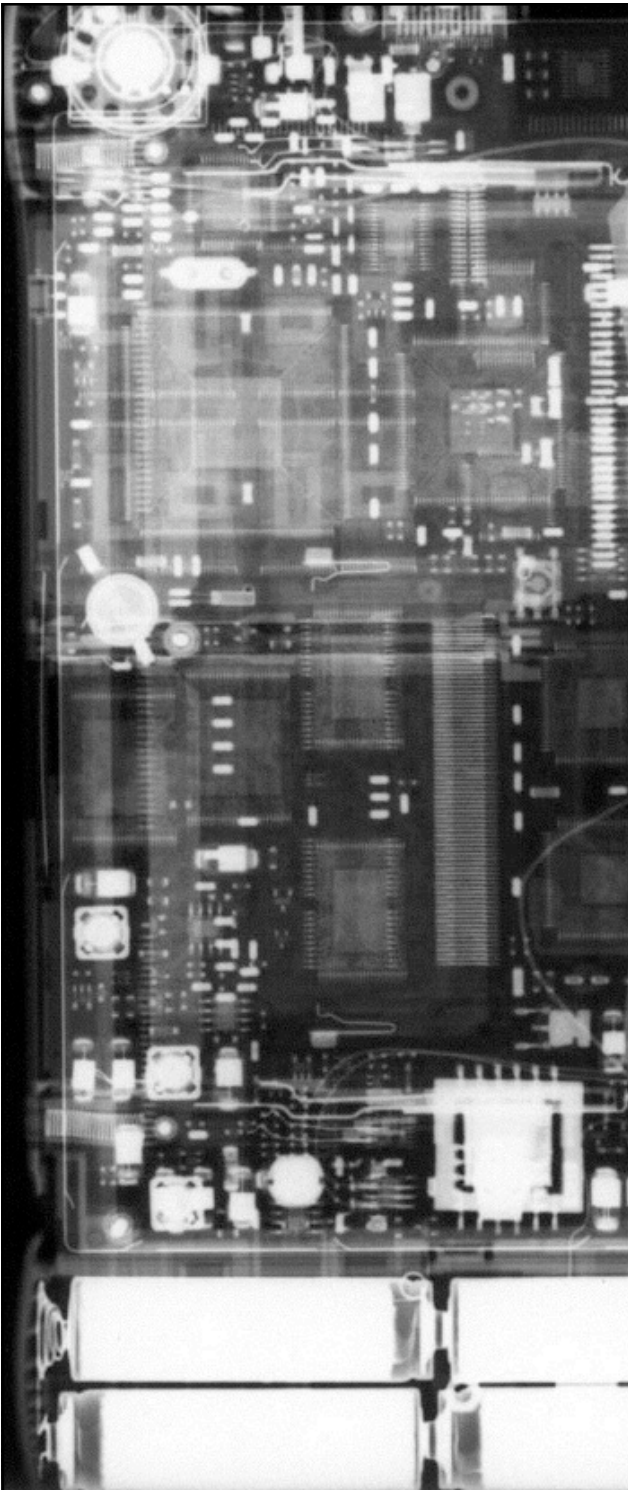
... from the user community!

Einstein





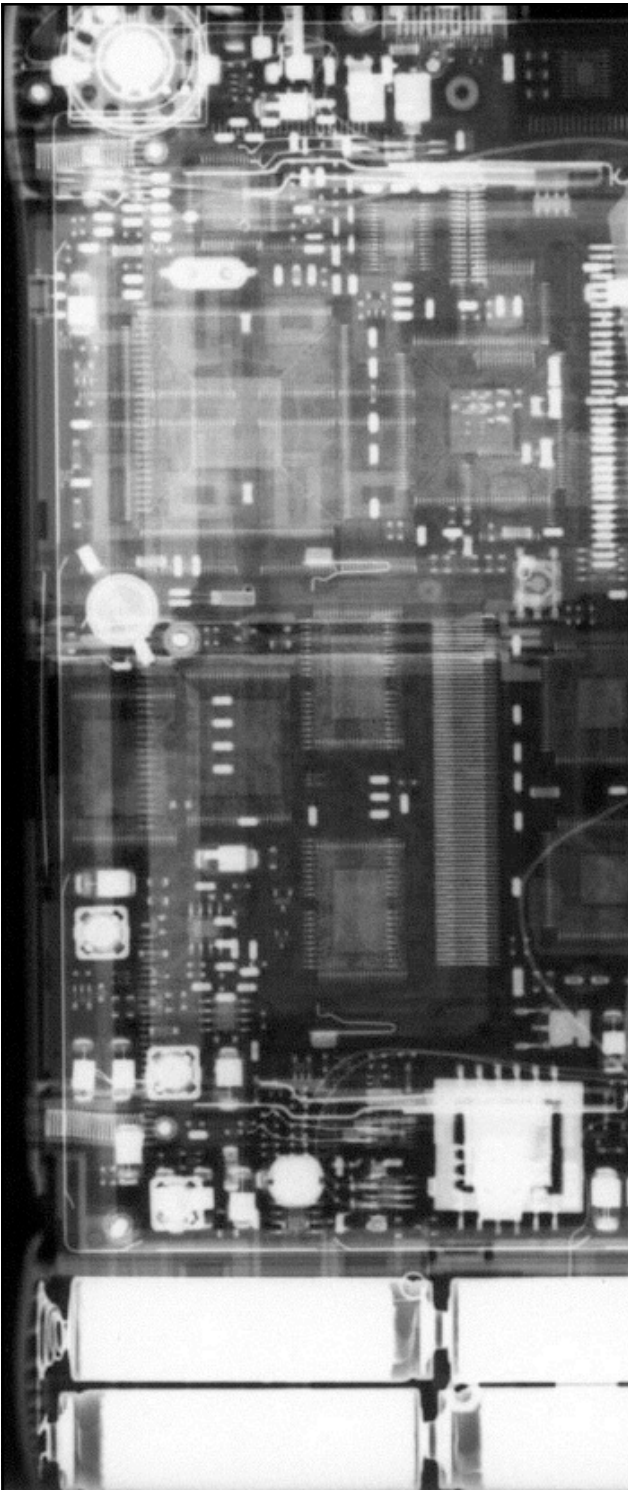
The writers



Albert Muniz

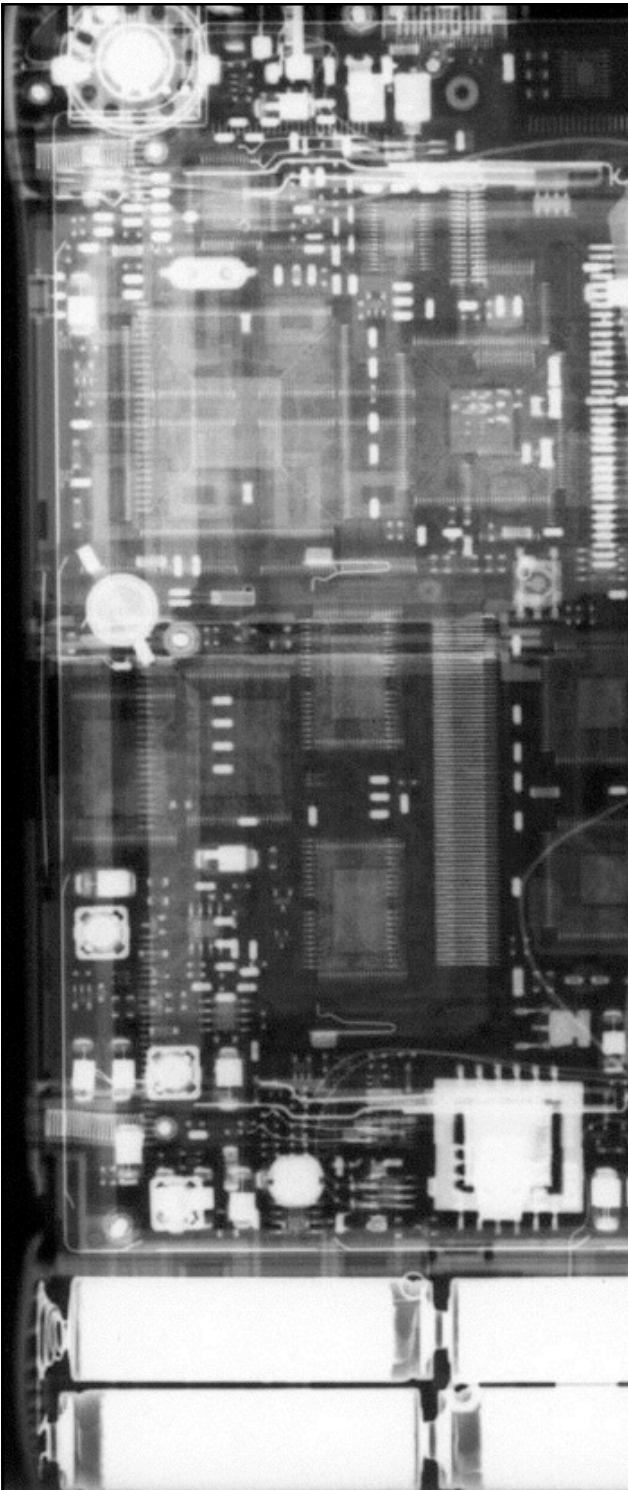
- Consumer marketing
- Professor
- DePaul University
- Chicago, USA
- Previously published in JoIM





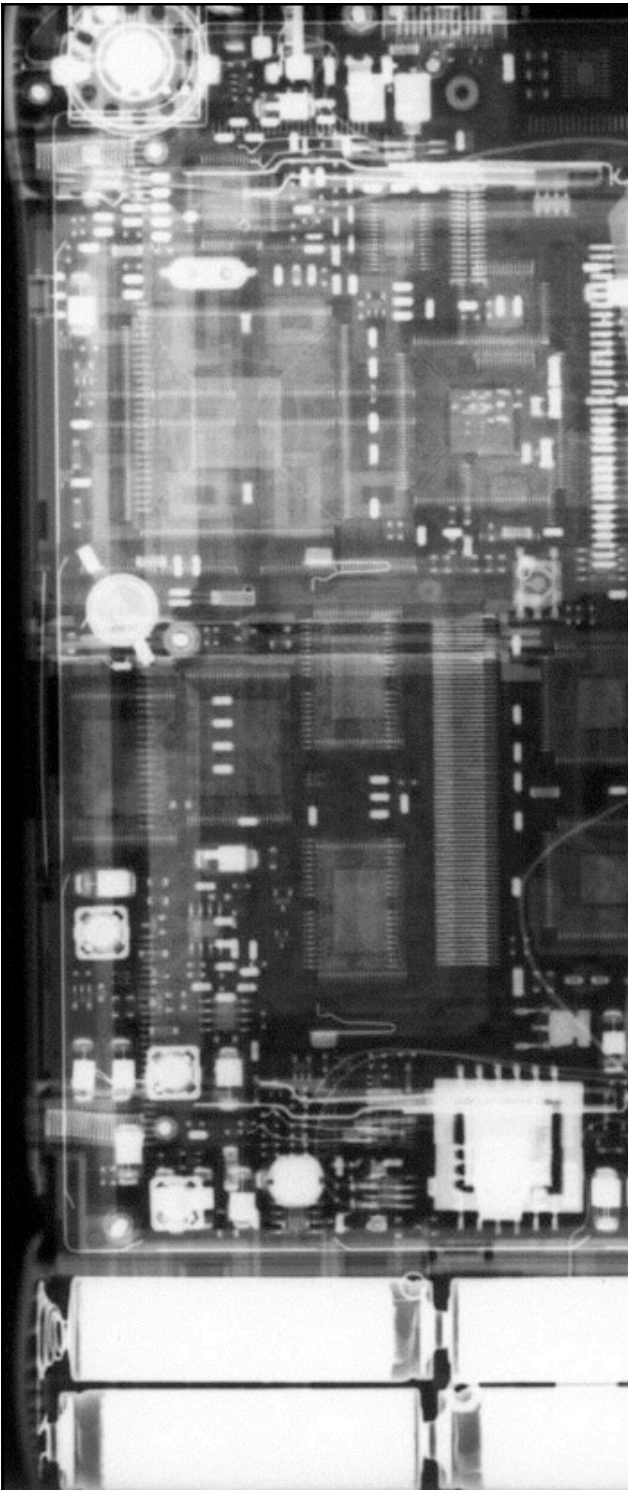
Roman Pixell

- Freelancer
- MSc Student
- SSE
- Stockholm, Sweden



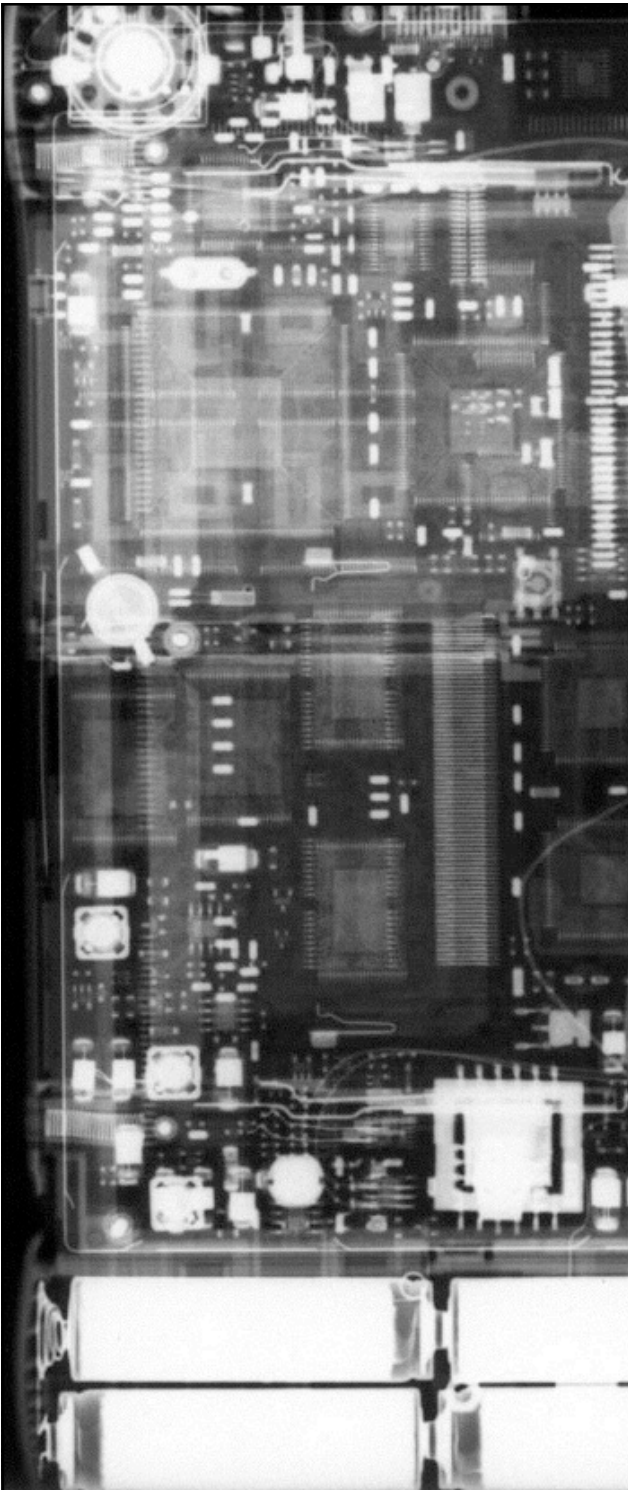
Research aim

- Explain the background
- Explain the main factors behind the market failure
- Create a set of Q&A that will cover the main points and link back to important literature and theories



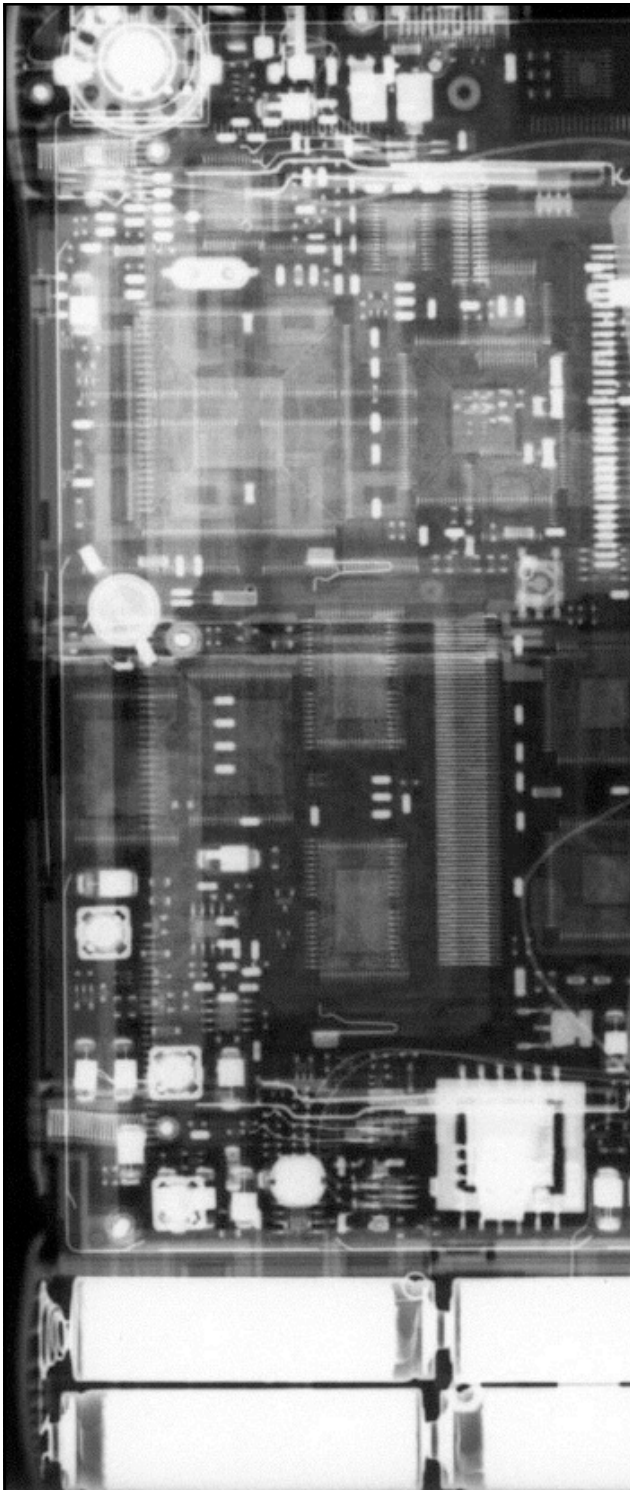
Outcome

- Present a case study interesting enough in order to be used in education
- Publish the case in JoIM
- Possibly use the case for other publications



We will need your help

- Information gathering
- Retrospective outlook
- Feedback



Thank you!

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iChat: doppler@mac.com