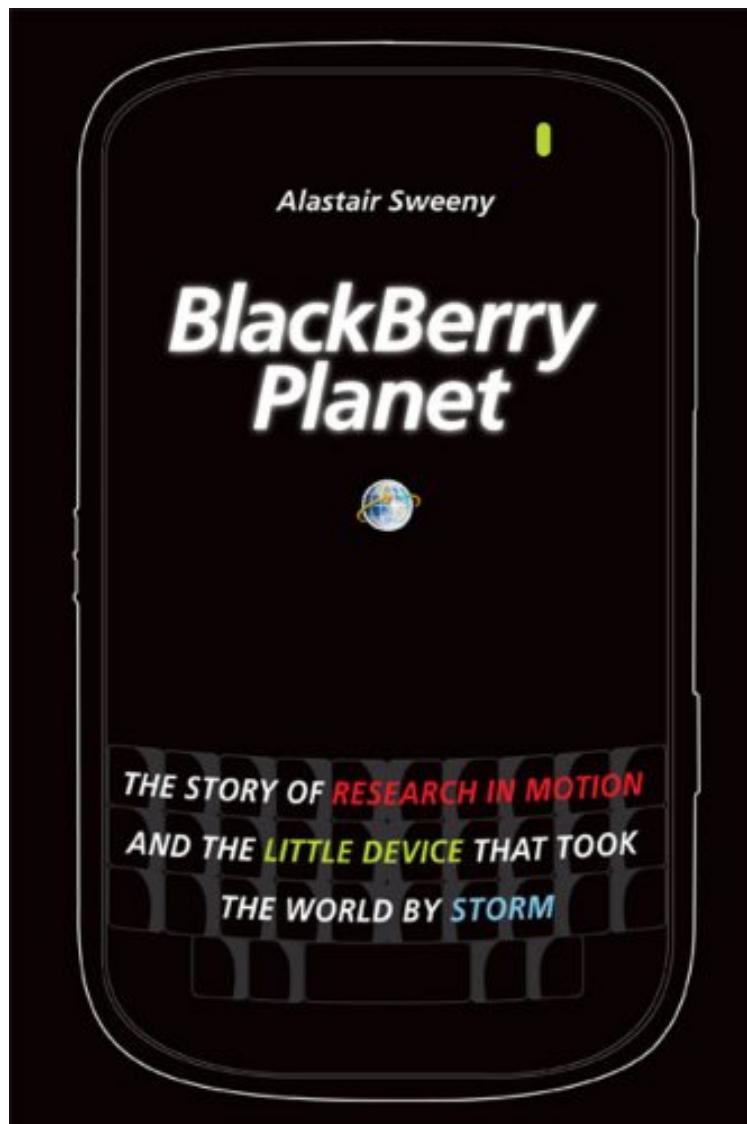


[Download pdf] BlackBerry Planet: The Story of Research in Motion and the Little Device that Took the World by Storm

BlackBerry Planet: The Story of Research in Motion and the Little Device that Took the World by Storm

Alastair Sweeny

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Alastair Sweeny : BlackBerry Planet: The Story of Research in Motion and the Little Device that Took the World by Storm before purchasing it in order to gage whether or not it would be worth my time, and all praised BlackBerry Planet: The Story of Research in Motion and the Little Device that Took the World by Storm:

0 of 0 people found the following review helpful. Fair at BestBy Brooklyn JoeAs a technology and business profile enthusiast, I was excited to read this book about the founders of the blackberry, a device that i have been loyal to for

the past 8 years. However, after reading this book, I was let down by the fact that it was a dry book with very little flair like other technology profiles offer. The only interesting parts were when RIM was intensely compared to Apple. Other than that, the book really didn't offer much information. I would recommend to skim this book at best. 0 of 0 people found the following review helpful. Editorial needed By S. I. Momma of 3 The book has many grammatical errors. It would be an easier read if it was proof-read prior to publishing. It gives the information sought in researching BlackBerry/RIM. 0 of 1 people found the following review helpful. very informative, very interesting By M. Eldawit The book details the interesting story of RIM and how it started. I needed the book to find out about RIM's marketing strategies and it contained it as well as many other things. Also has a lot of cool facts like Obama's high score on BrickBreaker.

BlackBerry Planet is a new tribe of people who simply cannot get along without their favorite device, Research In Motion's innovative electronic organizer, the BlackBerry. This omnipresent device has gone beyond being the world's foremost mobile business tool and entered the consumer mainstream as the Swiss Army Knife of smart phones. BlackBerry Planet tells the behind-the-scenes story of how this little device has become the machine that connects the planet. Starting with the early years of Mike Lazaridis' invention and his founding of RIM at age 23, it details his drive to innovate, developing what was a glorified pager into the essential corporate communicator, used by everyone from dealmakers to the Queen, from movie stars to the entire US Congress. Since 1992, Lazaridis and co-CEO Jim Balsillie together have been the driving force behind the RIM story. With access to senior staffers and former RIM employees, BlackBerry Planet tells the inside story about the branding and marketing success of the BlackBerry, from its use during 9/11, which earned RIM a reputation for security and reliability, to the cultural adoption of the iconic device as a must-have symbol, to the backlash against the addictive properties of the "CrackBerry," and the various patent suits RIM has had to fight off - including the five-year court battle that resulted in the largest technology patent settlement in US history. As the incredible story of the BlackBerry unfolds, and as RIM battles global giants like Nokia and Apple in the emerging super-phone marketplace, users, fans, investors and competitors can look to BlackBerry Planet for the insight and context of where they've been, to try and predict where they're going.

From the Inside Flap We've all heard the hype, but is RIM's BlackBerry really that ubiquitous? From Chapter 1: Today the BlackBerry monopolizes the world of work - nobody else comes close. An astounding 85 percent of public corporations are supplying staff with the devices, and more than 175,000 BlackBerry Enterprise Servers are installed worldwide. The US Congress was RIM's first big client, and Uncle Sam is still the biggest consumer of BlackBerrys. Today, more than 500,000 devices are installed in every department of the U.S. government and throughout the US Senate and House of Representatives. Some larger corporations are handling tens of thousands of e-mail accounts securely and efficiently, and the top three or four companies manage close to 100,000 BlackBerry users each. Security is key. BlackBerry messages are secured with NATO-grade encryption, and network managers love the ability to freeze or wipe data from a lost or stolen BlackBerry. But Research In Motion (RIM) has also adapted the BlackBerry to serve the consumer as well, and today more than 60 percent of users are outside the enterprise, buying their services from telecom providers. Alastair Sweeny delves into one of the most successful technology companies in the world. It's a story of determination, innovation and ultimately success - all shaped by the ingenious little device that changed the world. From the Back Cover "In just the first few weeks, I've had to engage in some of the toughest diplomacy of my life. And that was just to keep my BlackBerry." - President Barack Obama The untold story of the BlackBerry and the company that brought it to life. BlackBerry Planet tells the behind-the-scenes story of how Research In Motion's little device has become the machine that connects the planet. Starting with the early years of Mike Lazaridis' founding of RIM at age 23, it details his drive to innovate, developing what was a glorified pager into the essential corporate communicator, used by everyone from dealmakers to the Queen of England, from movie stars to the entire US Congress. Since 1992, Lazaridis and co-CEO Jim Balsillie together have been the driving force behind the RIM story. With access to senior staffers and former RIM employees, BlackBerry Planet details the branding and marketing success of the BlackBerry, from its use during 9/11, which earned RIM a reputation for security and reliability, to the cultural adoption of the iconic device as a must-have symbol, to the backlash against the addictive properties of the "CrackBerry," and the various patent suits RIM has had to fight off - including the five-year court battle that resulted in the largest technology patent settlement in US history. As the incredible story of the BlackBerry unfolds, users, fans, investors and competitors can look to BlackBerry Planet for the insight and context of where they've been, to try and predict where they're going. About the Author Alastair Sweeny is a veteran writer specializing in business histories and leading-edge technologies. He has produced and written five corporate histories of leading companies in the energy, financial services, technology and retail sectors. Alastair has also produced book and digital content for Apple Inc. and Microsoft Inc.