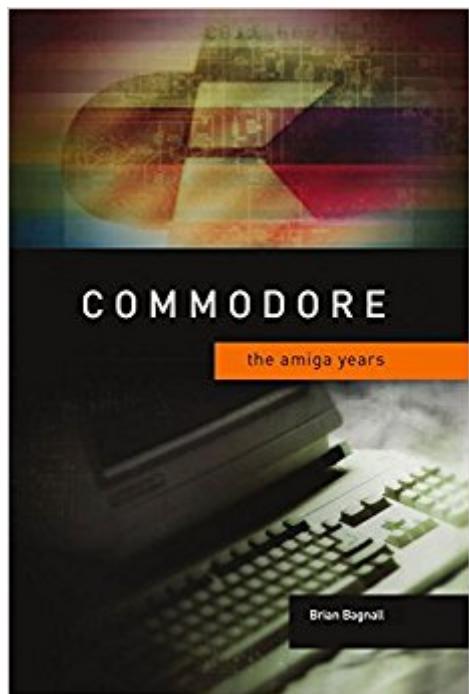


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Commodore: The Amiga Years



Synopsis

Continuing the story of Commodore where the previous book, *Commodore: A Company on the Edge* left off, this book takes a look at Commodore's most tumultuous years. How did the Amiga, a computer now widely regarded as having been five years ahead of its competition, fail to win in the marketplace? The author takes an in-depth look at the people behind Commodore's plunge into irrelevance and bankruptcy. The often unflattering picture that emerges is one of executives who had little understanding of how to market their product to the public and a company struggling to remain relevant. Told through interviews with company insiders, this examination of the now defunct company traces the engineering breakthroughs and baffling decisions that led to the demise of Commodore.

Book Information

Series: Commodore

Hardcover: 548 pages

Publisher: Variant Press (September 18, 2017)

Language: English

ISBN-10: 0994031025

ISBN-13: 978-0994031020

Shipping Weight: 1.7 pounds (View shipping rates and policies)

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Customer Reviews

"Fascinating and improbably hilarious." â "J. Edward Keyes, Philadelphia City Paper

Brian Bagnall is the author of numerous computer titles, including *Core LEGO Mindstorms*, the *Commodore Series*, and *Maximum LEGO EV3*. His books have been translated into German, French, Japanese and Italian.â

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