



# Creating the Digital Future: The Secrets of Consistent Innovation at Intel

*Albert Y.c. Yu*

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## **Creating the Digital Future: The Secrets of Consistent Innovation at Intel** Albert Y.c. Yu

Nowhere are the perils of success more threatening than in the fast-paced personal computer and semiconductor markets. Here today's exciting innovation quickly becomes yesterday's news. In this unforgiving climate, Intel Corporation has established itself as the undisputed trailblazer of microprocessor and silicon technologies. What exactly are the secrets of consistent innovation at Intel? Top microprocessor expert and Intel insider Albert Yu reveals that the key lies in Intel's ability to reinvent itself. In this fascinating and instructive book, Dr. Yu shows how Intel "obsoletes" its own products and relentlessly raises the bar to the next level. He brings the reader into the results-oriented, hyper-innovative, creative Intel culture that thrives on fresh ideas, risk-taking, and learning from failure. Yu shows how volume is a key to profits and describes how interactions between customers, marketers, and engineers often generate sparks that spawn great products. Above all, Dr. Yu demonstrates that Intel has prevailed by learning lessons from its mistakes in fierce, bitter competition with Motorola and Sun's SPARC for strategic leadership of the high-technology world.

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