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TR2202 Understanding Technology (Aug2004)

Course: TR2202, Term: Aug-Nov2004

Readings and Cases

Calgene, Inc.; *Goldberg, Ray A.; Gourville, John*; **Harvard Business School Publishing**; 10/22/2001; (23)
Notes: DRM-Protected; file is 2.9 Mb and may take up to *12 minutes* to open using a 56k modem

Palm Computing, Inc. (A); *Hart, Myra*; **Harvard Business School Publishing**; 01/22/1996; (11 pages)
Notes: DRM-Protected; file is <0.1 Mb and may take up to *19 seconds* to open using a 56k modem

NTT DoCoMo: Marketing i-mode; *Moon, Youngme*; **Harvard Business School Publishing**; 06/07/2002; (25 pages)
Notes: DRM-Protected; file is 2.2 Mb and may take up to *10 minutes* to open using a 56k modem

IBM and Linux (A); *Baldwin, Carliss Y.; O'Mahony, Siobhan; Quinn, James*; **Harvard Business School Publishing**;
06/26/2003; (19 pages)
Notes: DRM-Protected; file is 0.2 Mb and may take up to *1 minute* to open using a 56k modem

Product Development at Dell Computer Corp.; *Thomke, Stefan; Krishnan, Vish V.; Nimgade, Ashok*; **Harvard Business
School Publishing**; 08/10/1998; (21 pages)
Notes: DRM-Protected; file is 0.2 Mb and may take up to *56 seconds* to open using a 56k modem