



Briga de cachorro grande (Portuguese Edition)

Fred Vogelstein

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No começo dos anos 2000, quando o envio de SMS pelo celular ainda era novidade, dezenas de empresas disputavam o mercado de dispositivos móveis. Hoje, apesar da variedade de smartphones, tablets e aplicativos, dois nomes dominam a cena: Apple e Google — que agora ameaçam eliminar uma à outra. Na era de Androids e iPhones, as duas companhias estão em confronto não só no mercado, mas também nos tribunais e nas telas de todo o mundo.

O jornalista Fred Vogelstein acompanhou essa rivalidade desde o começo. Ele nos leva aos escritórios e salas de reunião das gigantes da tecnologia e descreve um mundo de alianças obscuras onde funcionários são sistematicamente pressionados além do limite e o único objetivo é vencer. Vogelstein mostra o que está por trás das acusações de plágio, dos acordos controversos e dos processos judiciais que determinarão a maneira como nos comunicamos. Ele relata, por exemplo, que o atual presidente executivo do Google, Eric Schmidt, foi desligado do conselho de administração da Apple por suspeita de espionagem em 2007, que o protótipo do iPhone 4 já foi esquecido num bar e que Jobs tentou algumas manobras para frear o uso da tecnologia multitoque pelo Google.

Em *Briga de cachorro grande*, uma obra repleta de detalhes inéditos e surpreendentes, o autor revela que não importa saber qual aparelho substituirá nossos celulares e laptops, mas quem controlará o conteúdo nos dispositivos móveis que passaram a fazer parte do nosso dia a dia. Esta não é uma simples história de batalha corporativa; é um relato de amizades desfeitas, traições e trapaças, e o que está em jogo é o futuro da informação e da mídia.

“O Google quer matar o iPhone. Não vamos deixar. O mantra deles, ‘Não seja mau’? É conversa fiada.” **Steve Jobs**

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