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Rod Canion

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Rod Canion : Open: How Compaq Ended IBM's PC Domination and Helped Invent Modern Computing before purchasing it in order to gage whether or not it would be worth my time, and all praised Open: How Compaq Ended IBM's PC Domination and Helped Invent Modern Computing:

4 of 4 people found the following review helpful. Ah, the Memories!By SiffertAfter watching Silicone Cowboys on Netflix a few weeks ago, I had not realized the recent "comeback" of Compaq history. So I also bought this book as Compaq was part of my life and success back in the 80's and 90's. Very good read though obviously not complete.I

was one of the original investors in Compaq through Ben Rosen's firm. My first Compaq was the Deskpro 286e and my "Compaq Museum" computer room also holds the Deskpro 66M, Deskpro XL 6200, MiniTower Deskpro 6333 and Deskpro EN 6800, all still running like clockwork and all in like new condition. I have all the original boxes, service manuals, advertising, spare parts galore etc. There was nothing like seeing a Compaq Ad sign back then in the odd and remote of airports like Botswana, Tahiti etc. on my travels. I bailed out of Compaq in early 1997 when I got wind of the DEC acquisition which started their final downfall. Been a Dell boy (Dimension 4600 4700, Latitude D610 and XPS 630i's) since then. 5 of 5 people found the following review helpful. A heady time...By Mike W Having been one of the cogs in the wheel of Compaq's success in the late 80's and in to the late 90's, this book is a fascinating look into how Compaq became the hot ticket in those heady times. None of us nearer to the ground had any idea of the back room negotiations, gutsy calls and professional arm twisting that took place to create and maintain the industry standard that led to our success. The leadership and entrepreneurial spirit bled down into the workforce and we were proud to be creating the best computers on the market at the time that were, in fact, American Made. I am grateful that Mr. Canion took the time to write this book and provide the insight to what drove the creation and evolution of this exceptional business success. I highly recommend this book to business professionals to understand the challenges Compaq's leadership faced and how they addressed them and to former Compaq employees so they can reminisce about that crazy ride. 0 of 0 people found the following review helpful. Loved it. Of course I lived it too By DLH Loved it. Of course I lived it too. I was employee # 1183 a raw sales rep hired in October 1984 to help develop sales in the SW. I spent 10 years at Compaq and it was the most rewarding time of my career To anyone who was part of it, it's a good read. Especially for those who were par of this history, be sure and check out the movie, "Silicon Cowboys".

The story of Compaq is well-known: Three ex-Texas Instruments managers founded Compaq with modest venture funding. Just four years later, Compaq was on the Fortune 500 list, and, two years after that, they had exceeded \$1 billion in annual revenue. No company had ever achieved these milestones so rapidly. But few know the story behind the story. In 1982, when Compaq was founded, there was no software standardization, so every brand of personal computer required its own unique application software. Just eight years later, compatibility with the open PC standard had become ubiquitous, and it has continued to be for over two decades. This didn't happen by accident. Cofounder and then CEO Rod Canion and his team made a series of risky and daring decisions—often facing criticism and incredulity—that allowed the open PC standard marketplace to thrive and the incredible benefits of open computing to be realized. A never-before-published insider account of Compaq's extraordinary strategies and decisions, *Open* provides valuable lessons in leadership in times of crisis, management decision-making under the pressure of extraordinary growth, and the power of a unique, pervasive culture. *Open* tells the incredible story of Compaq's meteoric rise from humble beginnings to become the PC industry leader in just over a decade. Along the way, Compaq helped change the face of computing while establishing the foundation for today's world of tablets and smart phones.

"Rod Canion reveals the back-room battles, secret alliances, and bet-the-company decisions he made as CEO of Compaq, which he guided from start-up to the Fortune 500 in less than four years. Canion's process for making executive decisions will be of interest to managers in any competitive industry."—Peter H. Lewis, former Senior Writer and technology columnist for *The New York Times* "Compaq's early business decisions changed the course of personal computing. This is a detailed inside look at those high-risk, high-reward calls by the executive who made them and holds important lessons for competitive strategy."—Richard Shaffer, former technology columnist for *The Wall Street Journal*, *Forbes*, and *Fortune* "Canion's description of the human side of cobbling together what's needed to create one of these standards is correct -- and a good read, too." —Andy Grove, former CEO of Intel "Yet remarkably, just a decade later, Compaq had successfully toppled IBM as the world's largest PC company. In this fast-paced recounting of how the inconceivable became the actual, Compaq co-founder Rod Canion tells how daunting hurdles were overcome and opportunities seized. *Open* will take you along on this exhilarating ride through technology, innovation, and unprecedented industrial growth."—Ben Rosen, former Chairman of Compaq "This book is a must-read for anyone seriously interested in innovation, investment in startups, or the information industry."—William F. Zachmann, Computer and Communications Industry Analyst and Former V.P. of Market Research at International Data Corp.