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act as a catalyst for innovation in the industry. IAL got involved in three key areas—driving architectural progress on the PCs,

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complementors every company that has
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developers who make applications (for
example, Microsoft and Adobe) and

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The focus of our initial work was on how Intel, Microsoft, Cisco and other companies had been able to drive industry innovation and sustain positions of

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How Companies Become Platform
Leaders
in the case of Intel's microprocessors,
Microsoft's windows operating systems or
even Searle's Nutrisweet, the platform

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leader's offerings become an integral if not dominant part of the designs within the industry's "complementary" product lines thereby bringing the platform leader large amounts of predictable revenues.

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CAD Capabilities at Intel, has been elected
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