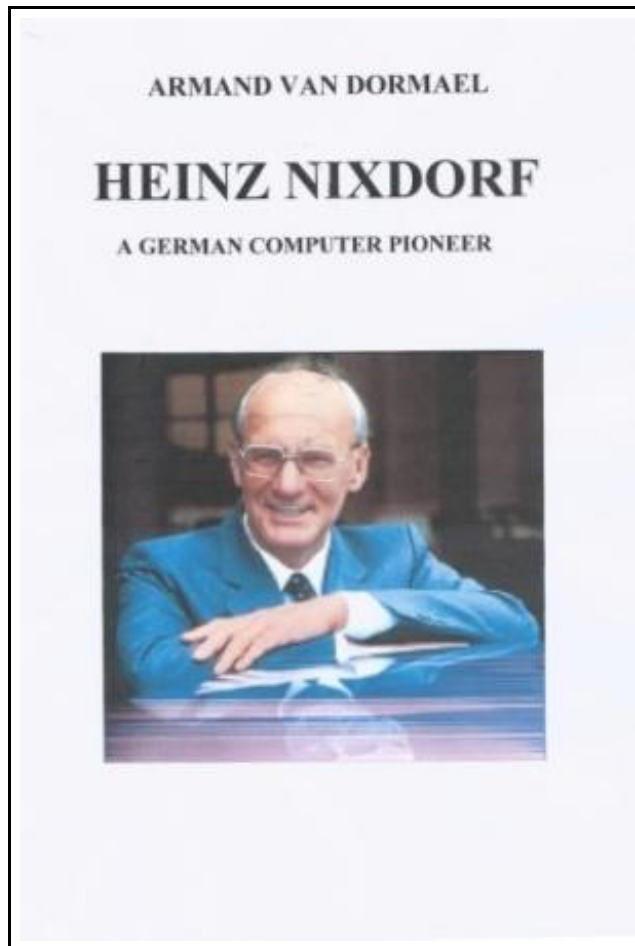# Heinz Nixdorf a German Computer Pioneer (Paperback)

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Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.For much of the postwar era, Heinz Nixdorf epitomized the Wirtschaftswunder, Germany s extraordinary recovery from the devastation of war. During his lifetime, he became a legend as the visionary young entrepreneur who had the nerve to challenge the giants of the computer industry. He started out with a moped, a few hand tools and a project. He set up his workshop in the basement of an electric power plant and built it into a one-man global company employing 20000 people. In 1986, at the age of 60, during a company party held at the Hannover Fair, he was struck by a heart attack. During the war, he served on the Eastern Front. Upon his return, he studied four years at Frankfurt University, but decided to leave without earning a degree and to set up his own company. He was toying with the idea of bringing the computer to the office, which was in complete contrast to the strategy of the industry leaders. Yet he prevailed and thereby opened up new markets. The technical knowledge he gradually acquired through years of hard work, allowed him to recognize with incredible ability the value of new and untried ideas and to put them into practice. He had the clairvoyance to reduce complex matters to the simplest possible denominator and to concentrate on what was essential. Once he made a decision, he went ahead, regardless of the consequences. He possessed the characteristics of a dynamic entrepreneur: a willingness to take risks, self-confidence, a pioneering spirit, discipline and motivation to venture into the use of untested technology. Whereas the computer industry was producing mainframes available only to large corporations, he decided to...

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