



New Insider Book, "Losing Faith," Critical of Intel Management after Andy Grove

SCOTTSDALE, AZ – (MARKET WIRE) May 2, 2007 -- [Losing Faith](#) raises many questions: Is Intel anything more than a one hit wonder? Will the company ever show organic growth beyond their core microprocessor business?

What we find inside [Losing Faith](#) is a fascinating journey with each page taking the reader through an incisive analysis of the company's cultural changes under each of its CEOs. It gives particular weight to the legacy of Andy Grove, who nourished a culture of intimidation that had less obvious, pernicious long-term effects. [Losing Faith](#) is particularly critical of the less than stellar years under Craig Barrett where the culture became less focused and more bureaucratic, putting Intel's microprocessor design significantly behind AMD for the first time in its history.

After swallowing over \$10 billion in acquisitions, [Losing Faith](#) questions whether there is a cohesive strategy guiding the company into the 21st century; or is current management only capable of living off its past glory and protecting its microprocessor "golden goose?" The book leaves you wondering if Intel is a ship without a rudder, especially as the digital world goes through its next revolution in the home.

Availability

Losing Faith: How the Grove Survivors Led the Decline of Intel's Corporate Culture. To order individual copies, visit [Amazon.com](#) and [BarnesandNoble.com](#). For bulk orders, please visit [www.losing-faith.com](#).

About the Authors

BOB COLEMAN and LOGAN SHRINE are industry veterans who have a combined 35+ years of work experience, including over 15 years at Intel. They hold advanced degrees from top-notch universities and have served in leadership positions within a variety of professional associations and nonprofit organizations.

###

Losing Faith: How the Grove Survivors Led the Decline of Intel's Corporate Culture by Bob Coleman and Logan Shrine. First Edition. 6" X 8", 223 pages with illustrations. ISBN 978-0979168109. \$29.95.

Contact:

Stephen Wade Nebgen, Esq.
480-947-0785
pr@losing-faith.com

SOURCE: [Losing-Faith.com](#)