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The Story Of Kodak's Fall By AI - PhotoPXL

Examines Kodak's strategic efforts and challenges as the photography industry evolves. After discussing Kodak's history and its past strategic moves in the new landscape, the case questions how CEO Daniel Carp can use digital imaging to revitalize Kodak.

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In this business failure case study, we will explain the downfall of Kodak, where they went wrong, and the lessons that can be learned from their shortcomings. In 1975, a Kodak engineer named Steve Sasson invented the first digital camera, a toaster-size prototype that captured black-and-white images at ...

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