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What went wrong at Eastman Kodak? 1997, Changing Focus: Kodak and the Battle to Save a Great American Company, Times Business, RandomHouse.  
<http://www.academia.edu/7202797/What-Went-Wrong-At-Eastman-Kodak>

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**Eastman Kodak - Wikipedia, the free encyclopedia -**

Eastman Kodak Company, commonly known as Kodak, is an American technology company that concentrates on imaging products, with its historic basis on photography.

[https://en.m.wikipedia.org/wiki/Eastman\\_Kodak](https://en.m.wikipedia.org/wiki/Eastman_Kodak)

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Mar 19, 2001 Alecia Swasy, assistant managing editor/business at the St. Petersburg Times, Kodak and the Battle to Save a Great American Company."

<http://www.news.wisc.edu/5908>

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<http://www.forbes.com/sites/avidan/2012/01/23/kodak-failed-by-asking-the-wrong-marketing-question/>

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Kodak factfile: Kodak was founded by George Eastman in 1892, credited with inventing the first photographic film in roll form; Kodak was added to the Dow

<http://thinkbusiness.nus.edu/articles/item/6-kodak>

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**Fujifilm Thrived by Changing Focus - WSJ -**

Fujifilm Thrived by Changing Focus CEO Says Firm, Kodak Saw Digital Age Coming, 'The Question Was, What to Do About It'

<http://www.wsj.com/articles/SB10001424052970203750404577170481473958516>

**Changing Focus - Freebase -**

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<http://www.freebase.com/m/05nldx>

**The last Kodak moment? | The Economist -**

Jan 13, 2012 Technological change The last Kodak moment? Kodak is at death s door; Fujifilm, its old rival, is thriving. Why?

<http://www.economist.com/node/21542796>

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Jun 29, 1997 Changing Focus: Kodak and the Battle to Save a Great American Company By Alecia Kodak and the Battle to Save a Great American Company. By Alecia Swasy.

[http://articles.chicagotribune.com/1997-06-30/business/9706300016\\_1\\_founder-george-eastman-kodak-alecia-swasy](http://articles.chicagotribune.com/1997-06-30/business/9706300016_1_founder-george-eastman-kodak-alecia-swasy)

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