



**HURWITZ  
& ASSOCIATES**  
Insight to Action

A HURWITZ UPDATE

## Announcing my New Book: "Smart or Lucky? How Technology Leaders Turn Chance into Success."

I am very pleased to let you know about my new book called "[Smart or Lucky? How Technology Leaders Turn Chance into Success.](#)"

I wrote this book in order to share some of the most important lessons I learned over 30 years of working with hundreds of companies in the technology sectors. Some of these companies had incredible intellectual property that had the potential to revolutionize the technology world. However, their timing was not right. Other companies that might not have been as sophisticated were lucky enough to be at the right place at the right time. Sometimes, I discovered that these lucky companies did not appreciate their own luck and began to believe they were simply smarter than anyone else. They dismissed up and coming competitors and did not anticipate threats that would cause them to lose big.

This book references the business experience of more than 25 companies in the technology space. I have worked with many and others I watched as an industry analyst. In each chapter, I focus on a different lesson that we in the technology industry need to learn in order to survive and thrive in a competitive market.

Everyone I talk to these days insists they would rather be lucky than smart. And on one level, I have to agree. The smartest technologists are not always the winners. The companies that are the first to come up with an idea are not always successful. In the end, it is the companies that are both lucky *and* smart that win.

I hope that you will find the book interesting and informative. You can order it from [Amazon](#). I look forward to hearing your thoughts. Are you smart or lucky?

Judith

### What We Do

Hurwitz & Associates is a consulting, market research and analyst firm that focuses on how technology solutions solve real world business problems. [More about our services.](#)



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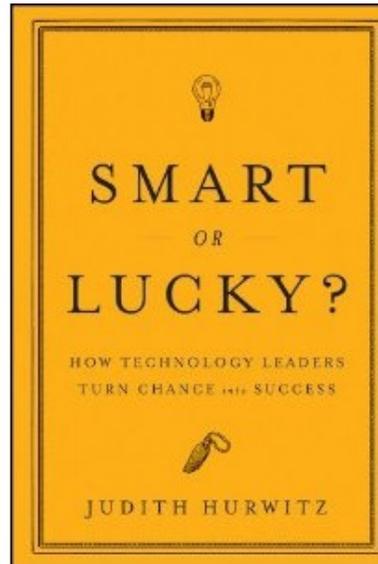
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**"Smart or Lucky? How Technology Leaders Turn Chance into Success"**

**Just Released. Purchase Your Copy Today!**



**Smart or Lucky**  
**Judith Hurwitz**



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