



Commodore: The Amiga Years

Brian Bagnall

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Continuing the story of Commodore where the previous book, *Commodore: A Company on the Edge* left off, this book takes a look at Commodore's most tumultuous years

How did the Amiga, a computer now widely regarded as having been five years ahead of its competition, fail to win in the marketplace? The author takes an in-depth look at the people and personalities behind Commodore's fatal plunge into irrelevance and finally bankruptcy. The often unflattering picture that emerges is one of top-level executives who had little understanding of how to market their product to the public and a company that struggled to remain relevant. Other products that Commodore produced and tried to market, such as the C128, Geos, game consoles, and the untold story of the proposed successor to the record-breaking C64, the unreleased C65, are also examined in depth. Told through firsthand interviews with company insiders, this examination of the now defunct company traces the engineering breakthroughs and often baffling decisions that led to the eventual demise of Commodore.



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