

## AMD CEO Promises Re-Structuring

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Frustrated once more by Intel, CEO Hector Ruiz is forced to study AMD's exit from businesses outside AMD's core: microprocessors and graphics chips.

It's ironic the company may have to cut the very escape routes they desire the most to retreat from a deadly-competitive universe ruled by the blue giant star, Intel.

While Intel wooed Apple, AMD chose to woo Dell, once a famously-exclusive Intel shop. When AMD stumbled in its counterattack to Intel's new chip line, AMD's most-prized customer dumped them hard, hard enough so the loss of a single customer gets blame for much of the shortfall. Intel, on the other hand, went on to sell Apple 4 million units a year.

AMD was viewed as gutsy but never as a real rival to Intel until it grabbed an upper hand in 2003 with 64-bit Opteron. AMD now has to again build up enough tech success to generate the finances needed to fuel an escape from the black hole of direct competition with giant Intel.

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