Online Library Troublemakers Silicon Valley's Coming Of Age

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Acclaimed historian Leslie Berlin’s “deeply researched and dramatic narrative of Silicon Valley’s early years…is a meticulously told…compelling history” (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. “In this vigorous account…a sturdy, skillfully constructed work” (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. “There is much to learn from Berlin’s account, particularly that Silicon Valley has long provided the backdrop where technology, elite education, institutional capital, and entrepreneurship collide with incredible force” (The Christian Science Monitor). Featured among well-known Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford administrator who
changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future. ONE OF AMAZON'S BEST BOOKS OF 2017

A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store

Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

Told by one of our greatest chroniclers of technology and society, the definitive biography of iconic serial visionary Stewart Brand, from the Merry Pranksters and the generation-defining Whole Earth Catalog to the marriage of environmental consciousness and hacker capitalism and the rise of a new planetary culture—the story behind so many other stories Stewart Brand has long been famous if you know who he is, but for many people outside the counterculture, early computing, or the environmental movement, he is perhaps best known for his famous mantra “Stay Hungry. Stay Foolish.” Steve Jobs's endorsement of these words as his code to live by is fitting; Brand has played many roles, but one of the most important is as a model for how to live. The contradictions are striking: A blond-haired WASP with a modest family inheritance, Brand went to Exeter and Stanford and was an army veteran, but in California in the 1960s he became an artist and a photographer in the thick of the LSD revolution. While tripping on acid on the roof of his building, he envisioned how valuable it would be for humans to see a photograph of the planet they shared from space, an image that in the end landed on the cover of his Whole Earth Catalog, the defining publication of the counterculture. He married a Native American woman and was committed to protecting indigenous culture, which connected to a broader environmentalist mission that has been a through line of his life. At the same time, he has outraged purists because of his pragmatic embrace of useful technologies, including nuclear power, in the fight against climate change. The famous tagline promise of his catalog was “Access to Tools”; with rare exceptions he rejected politics for a focus on direct power. It was no wonder, then, that he was early to the promise of the computer revolution and helped define it for the wider world. Brand's
life can be hard to fit onto one screen. John Markoff, also a great chronicler of tech culture, has done something extraordinary in unfolding the rich, twisting story of Brand’s life against its proper landscape. As Markoff makes marvelously clear, the streams of individualism, respect for science, environmentalism, and Eastern and indigenous thought that flow through Brand’s entire life form a powerful gestalt, a California state of mind that has a hegemonic power to this day. His way of thinking embraces a true planetary consciousness that may be the best hope we humans collectively have. “Citizen Coke demonstrates a complete lack of understanding about . . . the Coca-Cola system—past and present.” —Ted Ryan, the Coca-Cola Company

How did Coca-Cola build a global empire by selling a low-price concoction of mostly sugar, water, and caffeine? The easy answer is advertising, but the real formula to Coke’s success was its strategy, from the start, to offload costs and risks onto suppliers, franchisees, and the government. For most of its history the company owned no bottling plants, water sources, cane- or cornfields. A lean operation, it benefited from public goods like cheap municipal water and curbside recycling programs. Its huge appetite for ingredients gave it outsized influence on suppliers and congressional committees. This was Coca-Cola capitalism. In this new history Bartow J. Elmore explores Coke through its ingredients, showing how the company secured massive quantities of coca leaf, caffeine, sugar, and other inputs. Its growth was driven by shrewd leaders such as Asa Candler, who scaled an Atlanta soda-fountain operation into a national empire, and “boss” Robert Woodruff, who nurtured partnerships with companies like Hershey and Monsanto. These men, and the company they helped build, were seen as responsible citizens, bringing jobs and development to every corner of the globe. But as Elmore shows, Coke was usually getting the sweet end of the deal. It continues to do so. Alongside Coke’s recent public investments in water purification infrastructure, especially in Africa, it has also built—a rash of bottling plants in dangerously arid regions. Looking past its message of corporate citizenship, Elmore finds a strategy of relentless growth. The costs shed by Coke have fallen on the public at large. Its annual use of many billions of gallons of water has strained an increasingly scarce global resource. Its copious servings of high-fructose corn syrup have threatened public health. Citizen Coke became a giant in a world of abundance. In a world of scarcity it is a strain on resources and all who depend on them.


How the titans of tech's embrace of economic disruption and a rampant libertarian ideology is fracturing America and making it a meaner place In The Know-It-Alls former New York Times technology columnist Noam Cohen chronicles the rise of Silicon Valley as a political and intellectual force in American life. Beginning nearly a century ago and showcasing the role of Stanford University as the
incubator of this new class of super geeks, Cohen shows how smart guys like Jeff Bezos, Peter Thiel, Sergey Brin, Larry Page, and Mark Zuckerberg fell in love with a radically individualistic ideal and then mainstreamed it. With these very rich men leading the way, unions, libraries, public schools, common courtesy, and even government itself have been pushed aside to make way for supposedly efficient market-based encounters via the Internet. Donald Trump’s election victory was an inadvertent triumph of the "disruption" that Silicon Valley has been pushing: Facebook and Twitter, eager to entertain their users, turned a blind eye to the fake news and the hateful ideas proliferating there. The Rust Belt states that shifted to Trump are the ones being left behind by a "meritocratic" Silicon Valley ideology that promotes an economy where, in the words of LinkedIn founder Reid Hoffman, each of us is our own start-up. A society that belittles civility, empathy, and collaboration can easily be led astray. The Know-It-Alls explains how these self-proclaimed geniuses failed this most important test of democracy.

Introduction -- The Silicon Valley Caste System -- Ideologies and Mythologies -- Black Geek Girls: Silicon Valley's 1% -- First-Generation Geek Girls -- Second-Generation Geek Girls -- Transnational Geek Girls: Caste, Class, and Diasporic Capital -- Code-Switchers: Race, Class, and All-Women Coding Boot Camps -- Conclusion. The Future of Tech Feminism. An award-winning documentary photographer delivers a stunning visual history of the Silicon Valley technology boom, in which he was witness to key moments in the careers of Steve Jobs and more than seventy other leading innovators as they created today’s digital world. An eye-opening chronicle of the Silicon Valley technology boom, capturing key moments in the careers of Steve Jobs and more than seventy other leading innovators as they created today’s digital world. In the spring of 1985, a technological revolution was under way in Silicon Valley, and documentary photographer Doug Menuez was there in search of a story—something big. At the same time, Steve Jobs was being forced out of his beloved Apple and starting over with a new company, NeXT Computer. His goal was to build a supercomputer with the power to transform education. Menuez had found his story: he proposed to photograph Jobs and his extraordinary team as they built this new computer, from conception to product launch. In an amazing act of trust, Jobs granted Menuez unlimited access to the company, and, for the next three years, Menuez was able to get on film the spirit and substance of innovation through the day-to-day actions of the world's top technology guru. From there, the project expanded to include the most trailblazing companies in Silicon Valley, all of which granted Menuez the same complete access that Jobs had. Menuez photographed behind the scenes with John Warnock at Adobe, John Sculley at Apple, Bill Gates at Microsoft, John Doerr at Kleiner Perkins, Bill Joy at Sun Microsystems, Gordon Moore and Andy Grove at Intel, Marc Andreessen at Netscape, and more than seventy other leading companies and innovators. It would be fifteen years before Menuez stopped
taking pictures, just as the dotcom bubble burst. An extraordinary era was coming to its close. With his singular behind-the-scenes access to these notoriously insular companies, Menuez was present for moments of heartbreaking failure and unexpected success, moments that made history, and moments that revealed the everyday lives of the individuals who made it happen. This period of rapid, radical change would affect almost every aspect of our culture and our lives in ways both large and small and would also create more jobs and wealth than any other time in human history. And Doug Menuez was there, a witness to a revolution. In more than a hundred photographs and accompanying commentary, Fearless Genius captures the human face of innovation and shows what it takes to transform powerful ideas into reality. The triumphs and setbacks of inventor and entrepreneur Robert Noyce are illuminated in a biography that describes his colorful life in context of the evolution of the high-tech industry and the complex interrelationships among technology, business, big money, politics, and culture in Silicon Valley. Facebook's algorithms shaping the news. Self-driving cars roaming the streets. Revolution on Twitter and romance on Tinder. We live in a world constructed of code--and coders are the ones who built it for us. Programmers shape our everyday behavior: When they make something easy to do, we do more of it. When they make it hard or impossible, we do less of it. From acclaimed tech writer Clive Thompson comes a brilliant anthropological reckoning with the most powerful tribe in the world today, computer programmers, in a book that interrogates who they are, how they think, what qualifies as greatness in their world, and what should give us pause. In pop culture and media, the people who create the code that rules our world are regularly portrayed in hackneyed, simplified terms, as ciphers in hoodies. Thompson goes far deeper, taking us close to some of the great programmers of our time, including the creators of Facebook's News Feed, Instagram, Google's cutting-edge AI, and more. Speaking to everyone from revered "10X" elites to neophytes, back-end engineers and front-end designers, Thompson explores the distinctive psychology of this vocation--which combines a love of logic, an obsession with efficiency, the joy of puzzle-solving, and a superhuman tolerance for mind-bending frustration. Along the way, Coders ponders the morality and politics of code, including its implications for civic life and the economy and the major controversies of our era. In accessible, erudite prose, Thompson unpacks the surprising history of the field, beginning with the first coders -- brilliant and pioneering women, who, despite crafting some of the earliest personal computers and programming languages, were later written out of history. At the same time, the book deftly illustrates how programming has become a marvelous new art form--a source of delight and creativity, not merely danger. To get as close to his subject as possible, Thompson picks up the thread of his own long-abandoned coding skills as he reckons, in his signature, highly personal style, with what superb programming looks like. To understand the world today, we
need to understand code and its consequences. With Coders, Thompson gives a definitive look into the heart of the machine. Argues that technology is changing the way we understand human society and discusses how the disciplines of politics, culture, public debate, morality, and humanism will be affected when responsibility for them is delegated to technology. A fun and upbeat romance about a girl who finds a cheat sheet for love. Spring break . . . heartache? For coder extraordinaire Ashley, high school is all about prepping for college. Her love life? Virtually nonexistent. She's never been on a date. Never been kissed. Never been in love. When her plans veer off course, Ashley realizes she might be missing out on her high school experience. Now that spring break is finally here, Ashley vows to have fun . . . and, for the first time, follow her heart. Starting with Walker Beech, her gorgeous, maybe-not-so-unrequited crush. But with Jason Eisler--her childhood friend turned prankster--in the picture, trouble is bound to follow. Will Ashley's epic spring break lead her to love, or will her heart crash and burn? "Smart, fun, fast-paced." --USA Today bestselling author of The Kiss Quotient Helen Hoang on Kristin Rockaway's How to Hack a Heartbreak

One of New York Magazine's best books on Silicon Valley! The true, behind-the-scenes history of the people who built Silicon Valley and shaped Big Tech in America Long before Margaret O'Mara became one of our most consequential historians of the American-led digital revolution, she worked in the White House of Bill Clinton and Al Gore in the earliest days of the commercial Internet. There she saw firsthand how deeply intertwined Silicon Valley was with the federal government--and always had been--and how shallow the common understanding of the secrets of the Valley's success actually was. Now, after almost five years of pioneering research, O'Mara has produced the definitive history of Silicon Valley for our time, the story of mavericks and visionaries, but also of powerful institutions creating the framework for innovation, from the Pentagon to Stanford University. It is also a story of a community that started off remarkably homogeneous and tight-knit and stayed that way, and whose belief in its own mythology has deepened into a collective hubris that has led to astonishing triumphs as well as devastating second-order effects. Deploying a wonderfully rich and diverse cast of protagonists, from the justly famous to the unjustly obscure, across four generations of explosive growth in the Valley, from the forties to the present, O'Mara has wrestled one of the most fateful developments in modern American history into magnificent narrative form. She is on the ground with all of the key tech companies, chronicling the evolution in their offerings through each successive era, and she has a profound fingertip feel for the politics of the sector and its relation to the larger cultural narrative about tech as it has evolved over the years. Perhaps most impressive, O'Mara has penetrated the inner kingdom of tech venture capital firms, the insular and still remarkably old-boy world that became the cockpit of American capitalism and the crucible for bringing technological innovation to market, or not. The
transformation of big tech into the engine room of the American economy and the nexus of so many of our hopes and dreams--and, increasingly, our nightmares--can be understood, in Margaret O'Mara's masterful hands, as the story of one California valley. As her majestic history makes clear, its fate is the fate of us all. The Internet Revolution, like all great industrial changes, has made the world's elephantine media companies tremble that their competitors—whether small and nimble mice or fellow elephants—will get to new terrain first and seize its commanding heights. In a climate in which fear and insecurity are considered healthy emotions, corporate violence becomes commonplace. In the blink of an eye—or the time it has taken slogans such as "The Internet changes everything" to go from hyperbole to banality—"creative destruction" has wracked the global economy on an epic scale. No one has been more powerful or felt more fear or reacted more violently than Bill Gates and Microsoft. Afraid that any number of competitors might outflank them—whether Netscape or Sony or AOL Time Warner or Sun or AT&T or Linux-based companies that champion the open-source movement or some college student hacking in his dorm room—Microsoft has waged holy war on all foes, leveraging its imposing strengths. In World War 3.0, Ken Auletta chronicles this fierce conflict from the vantage of its most important theater of operations: the devastating second front opened up against Bill Gates's empire by the United States government. The book's narrative spine is United States v. Microsoft, the government's massive civil suit against Microsoft for allegedly stifling competition and innovation on a broad scale. With his superb writerly gifts and extraordinary access to all the principal parties, Ken Auletta crafts this landmark confrontation into a tight, character- and incident-filled courtroom drama featuring the best legal minds of our time, including David Boies and Judge Richard Posner. And with the wisdom gleaned from covering the converging media, software, and communications industries for The New Yorker for the better part of a decade, Auletta uses this pivotal battle to shape a magisterial reckoning with the larger war and the agendas, personalities, and prospects of its many combatants. "A Wall Street Journal columnist for "Weekend Confidential" explores the hubris and ambition of Silicon Valley innovators who are changing the world, tracing the stories of three upstarts who left promising college educations in favor of developing billion-dollar ideas"--NoveList.Instant National Bestseller A PBS NewsHour-New York Times Book Club Pick! "Excellent." --San Francisco Chronicle "Brotopia is more than a business book. Silicon Valley holds extraordinary power over our present lives as well as whatever utopia (or nightmare) might come next." --New York Times Silicon Valley is a modern utopia where anyone can change the world. Unless you're a woman. For women in tech, Silicon Valley is not a fantasyland of unicorns, virtual reality rainbows, and 3D-printed lollipops, where millions of dollars grow on trees. It's a "Brotopia," where men hold all the cards and make all the rules. Vastly outnumbered, women face
toxic workplaces rife with discrimination and sexual harassment, where investors take meetings in hot tubs and network at sex parties. In this powerful exposé, Bloomberg TV journalist Emily Chang reveals how Silicon Valley got so sexist despite its utopian ideals, why bro culture endures despite decades of companies claiming the moral high ground (Don't Be Evil! Connect the World!)--and how women are finally starting to speak out and fight back. Drawing on her deep network of Silicon Valley insiders, Chang opens the boardroom doors of male-dominated venture capital firms like Kleiner Perkins, the subject of Ellen Pao's high-profile gender discrimination lawsuit, and Sequoia, where a partner once famously said they "won't lower their standards" just to hire women. Interviews with Facebook COO Sheryl Sandberg, YouTube CEO Susan Wojcicki, and former Yahoo! CEO Marissa Mayer--who got their start at Google, where just one in five engineers is a woman--reveal just how hard it is to crack the Silicon Ceiling. And Chang shows how women such as former Uber engineer Susan Fowler, entrepreneur Niniane Wang, and game developer Brianna Wu, have risked their careers and sometimes their lives to pave a way for other women. Silicon Valley's aggressive, misogynistic, work-at-all costs culture has shut women out of the greatest wealth creation in the history of the world. It's time to break up the boys' club. Emily Chang shows us how to fix this toxic culture--to bring down Brotopia, once and for all. The bestselling author and recipient of the 2018 Holberg Prize, Cass R. Sunstein, explores how more information can make us happy or miserable, and why we sometimes avoid it--but sometimes seek it out. How much information is too much? Do we need to know how many calories are in the giant vat of popcorn that we bought on our way into the movie theater? Do we want to know if we are genetically predisposed to a certain disease? Can we do anything useful with next week's weather forecast for Paris if we are not in Paris? In Too Much Information, Cass Sunstein examines the effects of information on our lives. Policymakers emphasize “the right to know,” but Sunstein takes a different perspective, arguing that the focus should be on human well-being and what information contributes to it. Government should require companies, employers, hospitals, and others to disclose information not because of a general “right to know” but when the information in question would significantly improve people's lives. Sunstein argues that the information on warnings and mandatory labels is often confusing or irrelevant, yielding no benefit. He finds that people avoid information if they think it will make them sad (and seek information they think will make them happy). Our information avoidance and information seeking is notably heterogeneous—some of us do want to know the popcorn calorie count, others do not. Of course, says Sunstein, we are better off with stop signs, warnings on prescription drugs, and reminders about payment due dates. But sometimes less is more. What we need is more clarity about what information is actually doing or achieving. “For introverts who panic at the idea of networking, Wickre’s book is a deep,
calming breath.” —Sophia Dembling, author of The Introvert’s Way Former Google executive, editorial director of Twitter, self-described introvert, and “the best-connected Silicon Valley figure you’ve never heard of” (Walt Mossberg, Wall Street Journal), offers networking advice for anyone who has ever canceled a coffee date due to social anxiety. Learn to nurture a vibrant circle of reliable contacts without leaving your comfort zone. Networking has garnered a reputation as a sort of necessary evil. Some people relish the opportunity to boldly work the room, introduce themselves to strangers, and find common career ground—but for many others, the experience is awkward, or even terrifying. The common networking advice for introverts are variations on the theme of overcoming or “fixing” their quiet tendencies. But Karen Wickre is a self-described introvert who has worked in Silicon Valley for thirty years. She shows you how to embrace your quiet nature and “make genuine connections that last, that we can nurture across the world for all kinds of purposes” (Chris Anderson, head of TED). Karen’s “embrace your quiet side” approach is for anyone who finds themselves shying away from traditional networking activities, or for those who would rather be curled up with a good book on a Friday night than out at a party. With compelling arguments and creative strategies, this “practical, easy-to-use” (Sree Sreenivasan, former chief digital officer of Columbia University) book is a perfect guide. Barely fifty years ago a computer was a gargantuan, vastly expensive thing that only a handful of scientists had ever seen. The world’s brightest engineers were stymied in their quest to make these machines small and affordable until the solution finally came from two ingenious young Americans. Jack Kilby and Robert Noyce hit upon the stunning discovery that would make possible the silicon microchip, a work that would ultimately earn Kilby the Nobel Prize for physics in 2000. In this completely revised and updated edition of The Chip, T.R. Reid tells the gripping adventure story of their invention and of its growth into a global information industry. This is the story of how the digital age began. This book offers an original critique of the billionaire founders of US West Coast tech companies, addressing their collective power, influence, and ideology, their group dynamics, and the role they play in the wider sociocultural and political formations of digital capitalism. Interrogating not only the founders’ political and economic ambitions, but also how their corporations are omnipresent in our everyday lives, the authors provide robust evidence that a specific kind of patriarchal power has emerged as digital capitalism’s mode of command. The ‘New Patriarchs’ examined over the course of the book include: Sergey Brin and Larry Page of Google, Elon Musk of Tesla, Jeff Bezos of Amazon, Mark Zuckerberg of Facebook, and Peter Thiel. We also include Sheryl Sandberg. The book analyses how these (mostly) men legitimate their rapidly acquired power, tying a novel kind of socially awkward but ‘visionary’ masculinity to exotic forms of shareholding. Drawing on a ten million word digital concordance, the authors intervene in
feminist debates on patriarchy, masculinity, and postfeminism, locating the power of the founders as emanating from a specifically racialised structure of oppression tied to imaginaries of the American frontier, the patriarchal household, and settler colonialism. This is an important interdisciplinary contribution suitable for researchers and students across Digital Media, Media and Communication, and Gender and Cultural Studies. One of the Financial Times' Best Business Books of 2019 The New York Times bestseller about a noted tech venture capitalist, early mentor to Mark Zuckerberg, and Facebook investor, who wakes up to the serious damage Facebook is doing to our society—and sets out to try to stop it. If you had told Roger McNamee even three years ago that he would soon be devoting himself to stopping Facebook from destroying our democracy, he would have howled with laughter. He had mentored many tech leaders in his illustrious career as an investor, but few things had made him prouder, or been better for his fund's bottom line, than his early service to Mark Zuckerberg. Still a large shareholder in Facebook, he had every good reason to stay on the bright side. Until he simply couldn't. Zucked is McNamee's intimate reckoning with the catastrophic failure of the head of one of the world's most powerful companies to face up to the damage he is doing. It's a story that begins with a series of rude awakenings. First there is the author's dawning realization that the platform is being manipulated by some very bad actors. Then there is the even more unsettling realization that Zuckerberg and Sheryl Sandberg are unable or unwilling to share his concerns, polite as they may be to his face. And then comes the election of Donald Trump, and the emergence of one horrific piece of news after another about the malign ends to which the Facebook platform has been put. To McNamee's shock, even still Facebook's leaders duck and dissemble, viewing the matter as a public relations problem. Now thoroughly alienated, McNamee digs into the issue, and fortuitously meets up with some fellow travelers who share his concern, and help him sharpen its focus. Soon he and a dream team of Silicon Valley technologists are charging into the fray, to raise consciousness about the existential threat of Facebook, and the persuasion architecture of the attention economy more broadly—to our public health and to our political order. Zucked is both an enthralling personal narrative and a masterful explication of the forces that have conspired to place us all on the horns of this dilemma. This is the story of a company and its leadership, but it's also a larger tale of a business sector unmoored from normal constraints, just at a moment of political and cultural crisis, the worst possible time to be given new tools for summoning the darker angels of our nature and whipping them into a frenzy. Like Jimmy Stewart in Rear Window, Roger McNamee happened to be in the right place to witness a crime, and it took him some time to make sense of what he was seeing and what we ought to do about it. The result of that effort is a wise, hard-hitting, and urgently necessary account that crystallizes the issue definitively for the rest of us. The definitive biography of
the brilliant, charismatic, and very human physicist and innovator Enrico Fermi. In 1942, a team at the University of Chicago achieved what no one had before: a nuclear chain reaction. At the forefront of this breakthrough stood Enrico Fermi. Straddling the ages of classical physics and quantum mechanics, equally at ease with theory and experiment, Fermi truly was the last man who knew everything—at least about physics. But he was also a complex figure who was a part of both the Italian Fascist Party and the Manhattan Project, and a less-than-ideal father and husband who nevertheless remained one of history's greatest mentors. Based on new archival material and exclusive interviews, The Last Man Who Knew Everything lays bare the enigmatic life of a colossus of twentieth century physics.

Do you want to make sure you · Don't invest your money in the next Enron? · Don't go to work for the next WorldCom right before the crash? · Identify and solve problems in your organization before they send it crashing to the ground? Marianne Jennings has spent a lifetime studying business ethics—and ethical failures. In demand nationwide as a speaker and analyst on business ethics, she takes her decades of findings and shows us in The Seven Signs of Ethical Collapse the reasons that companies and nonprofits undergo ethical collapse, including: · Pressure to maintain numbers · Fear and silence · Young 'uns and a larger-than-life CEO · A weak board · Conflicts · Innovation like no other · Belief that goodness in some areas atones for wrongdoing in others Don't watch the next accounting disaster take your hard-earned savings, or accept the perfect job only to find out your boss is cooking the books. If you're just interested in understanding the (not-so) ethical underpinnings of business today, The Seven Signs of Ethical Collapse is both a must-have tool and a fascinating window into today's business world. 

Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company. Silicon Valley visionary John Chambers shares the lessons that transformed a dyslexic kid from West Virginia into one of the world's best business leaders and turned a simple router company into a global tech titan. When Chambers joined Cisco in 1991, it was a company with 400 employees, a single product, and about $70 million in revenue. When he stepped down as CEO in 2015, he left a $47 billion tech giant that was the backbone of the internet and a leader in areas from cybersecurity to data center convergence. Along the way, he had acquired 180 companies and turned more than 10,000 employees into millionaires. Widely recognized as an innovator, an industry leader, and one of the world's best CEOs, Chambers has outlasted and outmaneuvered practically every rival that ever tried to take Cisco on—Nortel, Lucent, Alcatel, IBM, Dell, and Hewlett-Packard, to name a few. Now Chambers is sharing his unique strategies for winning in a digital world. From his early lessons and struggles with dyslexia in West Virginia to his bold bets and battles with some of the biggest names in tech, Chambers gives readers a
playbook on how to act before the market shifts, tap customers for strategy, partner for growth, build teams, and disrupt themselves. He also adapted those lessons to transform government, helping global leaders like French President Emmanuel Macron and Indian Prime Minister Narendra Modi to create new models for growth. As CEO of JC2 Ventures, he's now investing in a new generation of game-changing startups by helping founders become great leaders and scale their companies. Connecting the Dots is destined to become a business classic, providing hard-won insights and critical tools to thrive during the accelerating disruption of the digital age. An investigative, behind-the-scenes report on the semiconductor/computer industry traces the history of Silicon Valley and the electronics industry, and the entrepreneurs, innovations, industrial espionage, drug scene, and other realities of Silicon Vallee The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don’t try to please your boss, you give candid feedback instead. At Netflix, employees don’t need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of The Culture Map and one of the world’s most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings’s own career, No Rules
Rules is the fascinating and untold account of the philosophy behind one of the world’s most innovative, imaginative, and successful companies. In the past century alone, we have witnessed groundbreaking technological innovations quickly displace established industries, thereby opening up entirely new markets or fields of research. Such "disruptive technologies" are hard to predict in advance, and yet, they have the potential to significantly alter the course of history. Written by one of the world’s leading space applications experts, this book addresses the concept of disruptive technologies in the space arena, including microsatellites, the development of satellite constellations, and reusable launch vehicles. The book presents several case studies in the field, and discusses how and why modern space technologies are so unique. It covers current examples of disruptive space businesses, the pros and cons of such disruption, key emerging trends, and possible developments on the horizon.

California is a region of rich geographic and human diversity. The Elusive Eden charts the historical development of California, beginning with landscape and climate and the development of Native cultures, and continues through the election of Governor Gavin Newsom. It portrays a land of remarkable richness and complexity, settled by waves of people with diverse cultures from around the world. Now in its fifth edition, this up-to-date text provides an authoritative, original, and balanced survey of California history incorporating the latest scholarship. Coverage includes new material on political upheavals, the global banking crisis, changes in education and the economy, and California's shifting demographic profile. This edition of The Elusive Eden features expanded coverage of gender, class, race, and ethnicity, giving voice to the diverse individuals and groups who have shaped California. With its continued emphasis on geography and environment, the text also gives attention to regional issues, moving from the metropolitan areas to the state's rural and desert areas. Lively and readable, The Elusive Eden is organized in ten parts. Each chronological section begins with an in-depth narrative chapter that spotlights an individual or group at a critical moment of historical change, bringing California history to life.

The richly told narrative of the Silicon Valley generation that launched five major high-tech industries in seven years, laying the foundation for today's technology-driven world. At a time when the five most valuable companies on the planet are high-tech firms and nearly half of Americans say they cannot live without their cell phones, Troublemakers reveals the untold story of how we got here. This is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. In Troublemakers, historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms.
Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years and thirty-five miles, five major industries--personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic--were born. During these same years, the first ARPANET transmission came into a Stanford lab, the university began licensing faculty innovations to businesses, and the Silicon Valley tech community began mobilizing to develop the lobbying clout and influence that have become critical components of modern American politics. In other words, these were the years when one of the most powerful pillars of our modern innovation and political systems was first erected. Featured among well-known Silicon Valley innovators like Steve Jobs, Regis McKenna, Larry Ellison, and Don Valentine are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who kick-started the Arpanet and masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first wildly successful video game; Fawn Alvarez, who rose from an assembler on a factory line to the executive suite; and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future. When their troubled youngest sibling returns, the three oldest Blair children, adults now and still living near the family home, find their lives disrupted in ways they could have never imagined as they each tell their story that is interwoven with portraits of their family at crucial points in their history. A book that argues that lessons in creativity, innovation, salesmanship, and entrepreneurship can come from surprising places: pirates, bootleggers, counterfeiters, hustlers, and others living and working on the margins of business and society. Who are the greatest innovators in the world? You're probably thinking Steve Jobs, Thomas Edison, Henry Ford. The usual suspects. This book isn't about them. It's about people you've never heard of. It's about people who are just as innovative, entrepreneurial, and visionary as the Jobses, Edisons, and Fords of the world. They’re in the crowded streets of Shenzhen, the prisons of Somalia, the flooded coastal towns of Thailand. They are pirates, computer hackers, pranksters, and former gang leaders. Across the globe, diverse innovators operating in the black, grey, and informal economies are developing solutions to a myriad of challenges. Far from being "deviant entrepreneurs" that pose threats to our social and economic stability, these innovators display remarkable ingenuity, pioneering original methods and practices that we can learn from and apply to move formal markets. This book investigates the stories of underground innovation that make up the Misfit Economy. It examines the teeming genius of the underground. It asks: Who are these unknown visionaries? How do they work? How do they organize themselves? How do they catalyze innovation? And ultimately, how can you take these lessons into your own world? This
gripping narrative explores today's scientific pursuit of immortality, with exclusive visits inside Silicon Valley labs and interviews with the visionaries who believe we will soon crack into the aging process and cure death. We live in an age when billionaires are betting their fortunes on laboratory advances to prove aging unnecessary and death a disease that can be cured. Researchers are delving into the mysteries of stem cells and the human genome, discovering what it means to grow old and how to keep those processes from happening. This isn't science fiction; it's real, it's serious, and it's on track to revolutionize our definitions of life and mortality. In Immortality, Inc., veteran science journalist Chip Walter gains exclusive access to the champions of this radical cause, delivering a book that brings together for the first time the visions of molecular biologist and Apple chairman Arthur Levinson, genomics entrepreneur Craig Venter, futurist Ray Kurzweil, rejuvenation trailblazer Aubrey de Grey, and stem cell expert Robert Hariri. Along the way, Walter weaves in fascinating conversations about life, death, aging, and the future of the human race. "Decentralization is not a choice, but an inevitability. Thankfully, the process can liberate people from poverty, end acrimonious politics, and help humanity avoid the robot apocalypse. Social Evolution founder, Max Borders, makes the case in this compelling manifesto."--From publisher's website. This book is the first history of Silicon Valley from 1900 to 2013. It is a comprehensive study of the greatest creation of wealth in the history of the planet. It gives a chronological narrative covering a century of innovation and entrepreneurship, from the establishment of Stanford University to the age of Google and Facebook. A group of case studies describes innovations and narratives about radio, the US defense industry, HP, microchips, Fairchild Semiconductor and Intel, venture capital, Xerox PARC, software, Apple Computer, and the internet. Silicon Valley did not happen in a vacuum: this book also explores the surrounding social and cultural environment of the Bay Area. "A worldwide race is on to perfect the next engine of economic growth, the advanced lithium-ion battery. It will power the electric car, relieve global warming, and catapult the winner into a new era of economic and political mastery. Can the United States win? Steve LeVine was granted unprecedented access to a secret federal laboratory outside Chicago, where a group of geniuses is trying to solve this next monumental task of physics. But these scientists-- almost all foreign born--are not alone. With so much at stake, researchers in Japan, South Korea, and China are in the same pursuit. The drama intensifies when a Silicon Valley start-up licenses the federal laboratory's signature invention with the aim of a blockbuster sale to the world's biggest carmakers. The Powerhouse is a real-time, twoday thrilling account of big invention, big commercialization, and big deception. It exposes the layers of competition and ambition, aspiration and disappointment behind this great turning point in the history of technology"-- Provided by publisher. Our world today -- from the phone in your pocket to the car that you
drive, the allure of social media to the strategy of the Pentagon -- has been shaped irrevocably by the technology of silicon transistors. Year after year, for half a century, these tiny switches have enabled ever-more startling capabilities. Their incredible proliferation has altered the course of human history as dramatically as any political or social revolution. At the heart of it all has been one quiet Californian: Gordon Moore. At Fairchild Semiconductor, his seminal Silicon Valley startup, Moore -- a young chemist turned electronics entrepreneur -- had the defining insight: silicon transistors, and microchips made of them, could make electronics profoundly cheap and immensely powerful. Microchips could double in power, then redouble again in clockwork fashion. History has borne out this insight, which we now call "Moore's Law", and Moore himself, having recognized it, worked endlessly to realize his vision. With Moore's technological leadership at Fairchild and then at his second start-up, the Intel Corporation, the law has held for fifty years. The result is profound: from the days of enormous, clunky computers of limited capability to our new era, in which computers are placed everywhere from inside of our bodies to the surface of Mars. Moore led nothing short of a revolution. In Moore's Law, Arnold Thackray, David C. Brock, and Rachel Jones give the authoritative account of Gordon Moore's life and his role in the development both of Silicon Valley and the transformative technologies developed there. Told by a team of writers with unparalleled access to Moore, his family, and his contemporaries, this is the human story of man and a career that have had almost superhuman effects. The history of twentieth-century technology is littered with overblown "revolutions." Moore's Law is essential reading for anyone seeking to learn what a real revolution looks like. Acclaimed historian Leslie Berlin’s “deeply researched and dramatic narrative of Silicon Valley’s early years…is a meticulously told…compelling history” (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. "In this vigorous account…a sturdy, skillfully constructed work" (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. “There is much to learn from Berlin’s account, particularly that Silicon Valley has long provided the backdrop where technology, elite education, institutional capital, and entrepreneurship collide with incredible force” (The Christian Science Monitor). Featured among well-known
Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future. "This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 New York Times bestselling author of The Nudist on the Late Shift and Nurtureshock A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius Drawing on over two hundred in-depth interviews, Valley of Genius takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.Churches often realize they need to change. But if they're not careful, the way they change can hurt more than help. In this culmination of his well-received Ministry in a Secular Age trilogy, leading practical theologian Andrew Root offers a new paradigm for understanding the congregation in contemporary ministry. He articulates why congregations feel pressured by the speed of change in modern life and encourages an approach that doesn't fall into the negative traps of our secular age. Living in late modernity means our lives are constantly accelerated, and calls for change in the church often support this call to speed up. Root asserts that the recent push toward innovation in churches has led to an acceleration of congregational life that strips the sacred out of time. Many congregations are simply unable to keep up, which leads to burnout and depression. When things move too fast, we feel alienated from life and the voice of a living God. The Congregation in a Secular Age calls congregations to reimagine what
change is and how to live into this future, helping them move from relevance to resonance. Shortlisted for the Financial Times and McKinsey Best Book of the Year Award in 2011 “A masterpiece.” —Steven D. Levitt, coauthor of Freakonomics “Bursting with insights.” —The New York Times Book Review A pioneering urban economist presents a myth-shattering look at the majesty and greatness of cities America is an urban nation, yet cities get a bad rap: they're dirty, poor, unhealthy, environmentally unfriendly . . . or are they? In this revelatory book, Edward Glaeser, a leading urban economist, declares that cities are actually the healthiest, greenest, and richest (in both cultural and economic terms) places to live. He travels through history and around the globe to reveal the hidden workings of cities and how they bring out the best in humankind. Using intrepid reportage, keen analysis, and cogent argument, Glaeser makes an urgent, eloquent case for the city's importance and splendor, offering inspiring proof that the city is humanity's greatest creation and our best hope for the future.

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