

The New New Thing A Silicon Valley Story How Some Man Youve Never Heard Of Just Changed Your Life

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Sophia of Silicon Valley - Anna Yen 2018-04-10

Sharp, dramatic, and full of insider dish, SOPHIA OF SILICON VALLEY is one woman's story of a career

storming the corridors of geek power and living in the shadow of its outrageous cast of maestros. During the heady years of the tech boom, incorrigibly frank Sophia

Young lucks into a job that puts her directly in the path of Scott Kraft, the eccentric CEO of Treehouse, a studio whose animated films are transforming movies forever. Overnight, Sophia becomes an unlikely nerd whisperer. Whether her success is due to dumb luck, savage assertiveness, insightful finesse (learned by dealing with her irrational Chinese immigrant mother), or a combination of all three, in her rarified position she finds she can truly shine. As Scott Kraft's right-hand woman, whip-smart Sophia is in the eye of the storm, sometimes floundering, sometimes nearly losing relationships and her health, but ultimately learning what it means to take charge of her own future the way the men around her do. But when engineer/inventor Andre Stark hires her to run his company's investor relations, Sophia discovers that the big paycheck and high-status career she's created for herself may not be worth living in the toxic environment of a boys-club

gone bad.

Next: The Future Just Happened - Michael Lewis
2002-05-17

The New York Times bestseller. "His book is a wake-up call at a time when many believe the net was a flash in the pan."—BusinessWeek With his knowing eye and wicked pen, Michael Lewis reveals how the Internet boom has encouraged changes in the way we live, work, and think. In the midst of one of the greatest status revolutions in the history of the world, the Internet has become a weapon in the hands of revolutionaries. Old priesthoods are crumbling. In the new order, the amateur is king: fourteen-year-olds manipulate the stock market and nineteen-year-olds take down the music industry. Unseen forces undermine all forms of collectivism, from the family to the mass market: one black box has the power to end television as we know it, and another one may dictate significant changes in our practice of democracy. With a new afterword by the author.

AI Superpowers - Kai-Fu Lee
2018-09-25

Introduction -- China's Sputnik moment -- Copycats in the Coliseum -- China's alternate Internet universe -- A tale of two countries -- The four waves of AI -- Utopia, dystopia, and the real AI crisis -- The wisdom of cancer -- A blueprint for human co-existence with AI -- Our global AI story

The Efficiency Paradox -
Edward Tenner 2019-03-05

A "skillful and lucid" (The Wall Street Journal) way of thinking about efficiency, challenging our obsession with it—and offering a new understanding of how to benefit from the powerful potential of serendipity. Algorithms, multitasking, the sharing economy, life hacks: our culture can't get enough of efficiency. One of the great promises of the Internet and big data revolutions is the idea that we can improve the processes and routines of our work and personal lives to get more done in less time than we ever have before. There is no doubt that we're performing at

higher levels and moving at unprecedented speed, but what if we're headed in the wrong direction? Melding the long-term history of technology with the latest headlines and findings of computer science and social science, *The Efficiency Paradox* questions our ingrained assumptions about efficiency, persuasively showing how relying on the algorithms of digital platforms can in fact lead to wasted efforts, missed opportunities, and, above all, an inability to break out of established patterns. Edward Tenner reveals what we and our institutions, when equipped with an astute combination of artificial intelligence and trained intuition, can learn from the random and unexpected.

The New New Thing: A Silicon Valley Story - Michael Lewis
1999-10-17

New York Times Bestseller. "A superb book. . . [Lewis] makes Silicon Valley as thrilling and intelligible as he made Wall Street in his best-selling *Liar's Poker*."—Time In the weird

glow of the dying millennium, Michael Lewis set out on a safari through Silicon Valley to find the world's most important technology entrepreneur. He found this in Jim Clark, a man whose achievements include the founding of three separate billion-dollar companies. Lewis also found much more, and the result—the best-selling book *The New New Thing*—is an ingeniously conceived history of the Internet revolution.

Move Fast and Break Things

- Jonathan Taplin 2017-04-18
The book that started the Techlash A stinging polemic that traces the destructive monopolization of the Internet by Google, Facebook and Amazon, and that proposes a new future for musicians, journalists, authors and filmmakers in the digital age. Featured in New York Times' Paperback Row A New York Times Book Review Editors' Choice An Amazon Best Business & Leadership Book of 2017 Longlisted for Financial Times/McKinsey Business Book of the Year 2017A strategy+business Best

Business Book of 2017 *Move Fast and Break Things* is the riveting account of a small group of libertarian entrepreneurs who in the 1990s began to hijack the original decentralized vision of the Internet, in the process creating three monopoly firms-- Facebook, Amazon, and Google--that now determine the future of the music, film, television, publishing and news industries. Jonathan Taplin offers a succinct and powerful history of how online life began to be shaped around the values of the men who founded these companies, including Peter Thiel and Larry Page: overlooking piracy of books, music, and film while hiding behind opaque business practices and subordinating the privacy of individual users in order to create the surveillance-marketing monoculture in which we now live. The enormous profits that have come with this concentration of power tell their own story. Since 2001, newspaper and music revenues have fallen by 70 percent; book

publishing, film, and television profits have also fallen dramatically. Revenues at Google in this same period grew from \$400 million to \$74.5 billion. Today, Google's YouTube controls 60 percent of all streaming-audio business but pay for only 11 percent of the total streaming-audio revenues artists receive. More creative content is being consumed than ever before, but less revenue is flowing to the creators and owners of that content. The stakes here go far beyond the livelihood of any one musician or journalist. As Taplin observes, the fact that more and more Americans receive their news, as well as music and other forms of entertainment, from a small group of companies poses a real threat to democracy. *Move Fast and Break Things* offers a vital, forward-thinking prescription for how artists can reclaim their audiences using knowledge of the past and a determination to work together. Using his own half-century career as a music and film producer and early pioneer

of streaming video online, Taplin offers new ways to think about the design of the World Wide Web and specifically the way we live with the firms that dominate it.

Chaos Monkeys - Antonio Garcia Martinez 2018-07-24
The instant New York Times bestseller, now available in paperback and featuring a new afterword from the author—the insider's guide to the Facebook/Cambridge Analytica scandal, the inner workings of the tech world, and who really runs Silicon Valley “Incisive.... The most fun business book I have read this year.... Clearly there will be people who hate this book — which is probably one of the things that makes it such a great read.” — Andrew Ross Sorkin, New York Times
Imagine a chimpanzee rampaging through a datacenter powering everything from Google to Facebook. Infrastructure engineers use a software version of this “chaos monkey” to test online services’ robustness—their ability to survive random failure and

correct mistakes before they actually occur. Tech entrepreneurs are society's chaos monkeys. One of Silicon Valley's most audacious chaos monkeys is Antonio García Martínez. After stints on Wall Street and as CEO of his own startup, García Martínez joined Facebook's nascent advertising team. Forced out in the wake of an internal product war over the future of the company's monetization strategy, García Martínez eventually landed at rival Twitter. In *Chaos Monkeys*, this gleeful contrarian unravels the chaotic evolution of social media and online marketing and reveals how it is invading our lives and shaping our future.

After On - Rob Reid

2017-08-01

The definitive novel of today's Silicon Valley, *After On* flash-captures our cultural and technological moment with up-to-the-instant savvy. Matters of privacy and government intrusion, post-Tinder romance, nihilistic terrorism, artificial consciousness, synthetic biology, and much more are

tackled with authority and brash playfulness by New York Times bestselling author Rob Reid. Meet Phluttr—a diabolically addictive new social network and a villainess, heroine, enemy, and/or bestie to millions. Phluttr has ingested every fact and message ever sent to, from, and about her innumerable users. Her capabilities astound her makers—and they don't even know the tenth of it. But what's the purpose of this stunning creation? Is it a front for something even darker and more powerful than the NSA? A bid to create a trillion-dollar market by becoming "The UberX of Sex"? Or a reckless experiment that could spawn the digital equivalent of a middle-school mean girl with enough charisma, dirt, and cunning to bend the entire planet to her will? Phluttr has it in her to become the greatest gossip, flirt, or matchmaker in history. Or she could cure cancer, bring back *Seinfeld*, then start a nuclear war. Whatever she does, it's not up to us. But a motley band of

Silicon Valley entrepreneurs, venture capitalists, and engineers might be able to influence her. After On achieves the literary singularity—fusing speculative satire and astonishing reality into a sharp-witted, ferociously believable, IMAX-wide view of our digital age. Praise for After On “Rob Reid’s mind is like no other known thing in the universe, and this book is a truly spectacular way to discover it.”—Chris Anderson, head of TED “An extended philosophy seminar run by a dozen insane Cold War heads-of-station, three millennial COOs and that guy you went to college with who always had the best weed but never did his laundry.”—NPR “An epic cyberthriller peppered with pop-culture references, metadata, and Silicon Valley in-jokes.”—Kirkus Reviews “It’s rare to find a book that combines laugh-out-loud humor and cutting-edge science with profound philosophical speculation. This is that book.”—Analog “[Rob Reid] writes in a humorous and

sarcastic style while unveiling a terrifying and frightening scenario that seems all too real.”—Associated Press
Netscape Time - Jim Clark
2000-07-16

Boomerang: Travels in the New Third World - Michael Lewis
2011-10-03

“Lewis shows again why he is the leading journalist of his generation.”—Kyle Smith, Forbes The tsunami of cheap credit that rolled across the planet between 2002 and 2008 was more than a simple financial phenomenon: it was temptation, offering entire societies the chance to reveal aspects of their characters they could not normally afford to indulge. Icelanders wanted to stop fishing and become investment bankers. The Greeks wanted to turn their country into a pinata stuffed with cash and allow as many citizens as possible to take a whack at it. The Germans wanted to be even more German; the Irish wanted to stop being Irish. Michael Lewis's investigation of

bubbles beyond our shores is so brilliantly, sadly hilarious that it leads the American reader to a comfortable complacency: oh, those foolish foreigners. But when he turns a merciless eye on California and Washington, DC, we see that the narrative is a trap baited with humor, and we understand the reckoning that awaits the greatest and greediest of debtor nations.

Valley of Genius - Adam Fisher 2018-07-10

"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.

Home Game: An Accidental Guide to Fatherhood - Michael Lewis 2010-06-07

The New York Times bestseller: "Hilarious. No mushy tribute to the joys of fatherhood, Lewis' book addresses the good, the bad, and the merely baffling about having kids."—Boston Globe When Michael Lewis became a father, he decided to keep a written record of what actually happened immediately after the birth of each of his three children. This book is that record. But it is also something else: maybe the funniest, most unsparing account of ordinary daily household life ever recorded, from the point of view of the man inside. The remarkable thing about this story isn't that Lewis is so unusual. It's that he is so typical. The only wonder is that his wife has allowed him to publish it.

The New New Thing -

Michael Lewis 2012-09-13

The classic New York Times Bestseller 'Hugely

enjoyable...it reads like a novel, a fantasy tale of rags and riches that happens to be true' Sunday Times 'A fascinating journey into the Wild West of American capitalism' Daily Telegraph _____ In the last years of the millennium, Michael Lewis sets out to find the world's most important technology entrepreneur, the man who embodies the spirit of the coming age. He finds him in Jim Clark, the billionaire who founded Netscape and Silicon Graphics and who now aims to turn the healthcare industry on its head with his latest billion-dollar project. Lewis accompanies Clark on the maiden voyage of his vast yacht and, on the sometimes hazardous journey, takes the reader on the ride of a lifetime through a landscape of geeks and billionaires. Through every brilliant anecdote and funny character sketch, Michael Lewis allows us an inside look at the world of the super-rich, whilst drawing a map of free enterprise in the twenty-first century. _____ From the author of the #1 bestseller

THE BIG SHORT and the original business classic LIAR'S POKER comes the definitive 21st-century business story. 'A superb book. . . . Lewis makes Silicon Valley as thrilling and intelligible as he made Wall Street in his best-selling Liar's Poker.' Time

No Rules Rules - Reed

Hastings 2020-09-08

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.

The Prince of Silicon Valley - Randall Smith 2010-01-19
RISE, FALL AND RETURN The Prince of Silicon Valley traces

the rise of the foremost investment banker of the Internet stock-market bubble, from the back streets of South Philadelphia to the peak of finance as the highest paid banker on Wall Street. From Cisco to Netscape to Amazon, Frank Quattrone took some of the biggest names in technology public. During the bubble years of 1999 and 2000, his California-based technology banking group led the most hot initial public offerings, which lifted the entire stock market to record heights. But after the bubble burst, the hot stocks cooled and ordinary investors lost billions. It emerged that brokers in Quattrone's firm had created lucrative investment accounts, stuffed with hot IPOs, for banking clients who became known as "Friends of Frank." Some of the brokers, regulators charged, cut off other investors who refused to pay back a share of their IPO profits. And so Quattrone and his firm became embroiled in no less than four different investigations of bubble-related misconduct, culminating in two

criminal trials against Quattrone for obstruction of justice, the first resulting in a mistrial, the second in a conviction in 2004. After his conviction was overturned by an appeals court in 2006, Quattrone returned in triumph to the banking business, advising no less than Internet search giant Google on corporate strategy. But the story of his fall from grace, however temporary, remains a cautionary tale of ambition gone wrong--of a Wall Street Icarus who flew too close to the sun. 'The Prince of Silicon Valley' is an absorbing noir detective story of the investigations and trials that brought him to the brink of disaster.

[The New New Thing: A Silicon Valley Story](#) - Michael Lewis 2000

The strange, unlikely story of Silicon Valley is told through the life of one of it's greatest achievers--Jim Clark, who founded Silicon Graphics and Netscape and may be on the verge of another trillion-dollar miracle company. Tour.

Secrets of Silicon Valley - Deborah Perry Piscione 2013-04-02

While the global economy languishes, one place just keeps growing despite failing banks, uncertain markets, and high unemployment: Silicon Valley. In the last two years, more than 100 incubators have popped up there, and the number of angel investors has skyrocketed. Today, 40 percent of all venture capital investments in the United States come from Silicon Valley firms, compared to 10 percent from New York. In *Secrets of Silicon Valley*, entrepreneur and media commentator Deborah Perry Piscione takes us inside this vibrant ecosystem where meritocracy rules the day. She explores Silicon Valley's exceptionally risk-tolerant culture, and why it thrives despite the many laws that make California one of the worst states in the union for business. Drawing on interviews with investors, entrepreneurs, and community leaders, as well as a host of case studies from Google to

Paypal, Piscione argues that Silicon Valley's unique culture is the best hope for the future of American prosperity and the global business community and offers lessons from the Valley to inspire reform in other communities and industries, from Washington, DC to Wall Street.

Troublemakers - Leslie Berlin
2017-11-07

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.

The Global Silicon Valley Handbook - Michael Moe
2017-03-07

A fun, yet factual guide to thrive not only in Silicon Valley, but in the emerging Global Silicon Valley. Silicon Valley has become synonymous with big ideas, start-ups, and inventing the future. But today, the magic of Silicon Valley has gone viral and global. From Austin to Boston, from Shanghai to Dubai, a Global Silicon Valley is emerging. In THE GLOBAL SILICON VALLEY HANDBOOK,

bestselling author, venture capitalist, and global thought leader, Michael Moe, maps out an insider's guide to Silicon Valley and the hottest emerging markets from around the world. The book highlights need-to-knows, including who the top VCs and angel investors are, phrases to avoid in a pitch, or even where to close a deal over dinner or beers. Visually engaging, THE GLOBAL SILICON VALLEY HANDBOOK aspires to inspire the entrepreneur in all of us.

Valley of the Gods - Alexandra Wolfe 2017-01-10

"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.

Panic - Michael M. Lewis 2009
An analysis of five financial upheavals in recent history includes coverage of the 1987 stock market crash, the

internet bubble, and the current sub-prime mortgage crisis, in an anecdotal report that reveals how public knowledge differed from what was actually taking place. 100,000 first printing.

The Founders - Jimmy Soni
2022-02-22

National Bestseller * New York Times Editors' Choice * Financial Times "Books to Read in 2022" "A gripping account of PayPal's origins and a vivid portrait of the geeks and contrarians who made its meteoric rise possible" (The Wall Street Journal)—including Elon Musk, Amy Rowe Klement, Peter Thiel, Julie Anderson, Max Levchin, Reid Hoffman, and many others whose stories have never been shared. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, and LinkedIn, among

many others. As a group, they have driven twenty-first-century innovation and entrepreneurship. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of where they first started has gone largely untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payments start-up called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was anything but certain. In *The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley*, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal material, he shows how the

seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the stories of countless individuals who were left out of the front-page features and banner headlines but who were central to PayPal’s success. Described as “an intensely magnetic chronicle” (The New York Times) and “engrossing” (Business Insider), *The Founders* is a story of iteration and inventiveness—the products of which have cast a long and powerful shadow over modern life. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

The Money Culture - Michael Lewis 2011-02-14

The classic warts-and-all portrait of the 1980s financial scene. The 1980s was the most outrageous and turbulent era in the financial market since the crash of '29, not only on

Wall Street but around the world. Michael Lewis, as a trainee at Salomon Brothers in New York and as an investment banker and later financial journalist, was uniquely positioned to chronicle the ambition and folly that fueled the decade.

Bad Blood - John Carreyrou
2018-05-21

NATIONAL BESTSELLER •

The gripping story of Elizabeth Holmes and Theranos—one of the biggest corporate frauds in history—a tale of ambition and hubris set amid the bold promises of Silicon Valley, rigorously reported by the prize-winning journalist. With a new Afterword. “Chilling ... Reads like a thriller ...

Carreyrou tells [the Theranos story] virtually to perfection.” —The New York Times Book Review In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with its breakthrough device, which performed the

whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes's worth at an estimated \$4.5 billion. There was just one problem: The technology didn't work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from journalists to their own employees.

The Upstarts - Brad Stone
2017-01-31

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.

Coach: Lessons on the Game of Life - Michael Lewis

2005-04-17

A story with a big heart about a boy, a coach, the game of baseball, and the game of life.

"There are teachers with a rare ability to enter a child's mind; it's as if their ability to get there at all gives them the right to stay forever." There was a turning point in Michael Lewis's life, in a baseball game when he was fourteen years old. The irascible and often terrifying Coach Fitz put the ball in his hand with the game on the line and managed to convey such confident trust in Lewis's ability that the boy had no choice but to live up to it. "I didn't have words for it then, but I do now: I am about to show the world, and myself, what I can do." The coach's message was not simply about winning but about self-respect, sacrifice, courage, and endurance. In some ways, and now thirty years later, Lewis still finds himself trying to measure up to what Coach Fitz expected of him.

Liar's Poker - Michael Lewis

2010-03-15

The time was the 1980s. The place was Wall Street. The game was called Liar's Poker. Michael Lewis was fresh out of Princeton and the London School of Economics when he landed a job at Salomon Brothers, one of Wall Street's premier investment firms. During the next three years, Lewis rose from callow trainee to bond salesman, raking in millions for the firm and cashing in on a modern-day gold rush. Liar's Poker is the culmination of those heady, frenzied years—a behind-the-scenes look at a unique and turbulent time in American business. From the frat-boy camaraderie of the forty-first-floor trading room to the killer instinct that made ambitious young men gamble everything on a high-stakes game of bluffing and deception, here is Michael Lewis's knowing and hilarious insider's account of an unprecedented era of greed, gluttony, and outrageous fortune.

Brotopia - Emily Chang

2019-03-05

Instant National Bestseller
A PBS NewsHour-New York
Times Book Club Pick
"Excellent." —San Francisco
Chronicle
Silicon Valley is a modern utopia where anyone can change the world. Unless you're a woman. It's time to break up the boys' club. Incisive, powerful, and a fierce rallying cry, Emily Chang shows us how to fix Silicon Valley's toxic culture--to bring down Brotopia, once and for all. Silicon Valley is not a fantasyland of unicorns, virtual reality rainbows, and 3D-printed lollipops for women in tech. Instead, it's a "Brotopia," where men hold the cards and make the rules. While millions of dollars may seem to grow on trees in this land of innovation, tech's aggressive, misogynistic, work-at-all costs culture has shut women out of the greatest wealth creation in the history of the world. Brotopia reveals how Silicon Valley got so sexist despite its utopian ideals, why bro culture endures even as its companies claim the moral high ground, and how women are speaking out and fighting

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. Exposing the flawed logic in common excuses for why tech has long suffered the "pipeline" problem and invests in the delusion of meritocracy, Brotopia also shows how bias coded into AI, internet troll culture, and the reliance on pattern recognition harms not just women in tech but us all, and at unprecedented scale.

TechVenture - Mohan Sawhney 2002-02-28
Drawn from the popular TechVenture program at the Kellogg School of Management, this book provides a deep understanding of the key finance and business trends in e-commerce Viewing Silicon Valley as a test lab for e-commerce strategies, this

book delivers the latest financial and business models shaping the e-commerce industry. TechVenture focuses on the Silicon Valley phenomenon, the new financial strategies, and evolving e-business models. Each chapter draws from field research and interviews with the top minds in business today, and covers the most recent advances in e-finance, including: technology incubators, start-up funds, measuring intellectual capital, valuation techniques for Internet firms, and emerging technologies. In addition, TechVenture features intriguing and informative case studies and examples of major companies, including Idealab, Merrill Lynch, Pfizer, and Amazon.com. General business and finance readers, as well as those fascinated by the Internet economy, will find TechVenture an invaluable read that is on the cutting edge of e-business. Mohanbir Sawhney (Evanston, IL) is the McCormick Tribune Professor of Electronic Commerce and Technology at the Kellogg

Graduate School of Management, Northwestern University. Mr. Sawhney was recently named one of the twenty-five most influential people in e-business by Business Week magazine. Ranjay Gulati (Chicago, IL) is the Associate Professor of Management and Organizations at the Kellogg Graduate School of Management and the Director of the Center for Resource on E-Business Innovation. Anthony Paoni (Chicago, IL) is Associate Professor at the Kellogg Graduate School of Management.

Technically Food - Larissa Zimberoff 2021-06-01

“In a feat of razor-sharp journalism, Zimberoff asks all the right questions about Silicon Valley’s hunger for a tech-driven food system. If you, like me, suspect they’re selling the sizzle more than the steak, read Technically Food for the real story.” —Dan Barber, the chef and co-owner of Blue Hill and Blue Hill at Stone Barns Eating a veggie burger used to mean consuming a mushy,

flavorless patty that you would never confuse with a beef burger. But now products from companies like Beyond Meat, Impossible Foods, Eat Just, and others that were once fringe players in the food space are dominating the media, menus in restaurants, and the refrigerated sections of our grocery stores. With the help of scientists working in futuristic labs—making milk without cows and eggs without chickens—start-ups are creating wholly new food categories. Real food is being replaced by high-tech.

Technically Food: Inside Silicon Valley's Mission to Change What We Eat by investigative reporter Larissa Zimberoff is the first comprehensive survey of the food companies at the forefront of this booming business. Zimberoff pokes holes in the mania behind today's changing food landscape to uncover the origins of these mysterious foods and demystify them. These sometimes ultraprocessed and secretly produced foods are cheered by

consumers and investors because many are plant-based—often vegan—and help address societal issues like climate change, animal rights, and our planet's dwindling natural resources. But are these products good for our personal health? Through news-breaking revelations, *Technically Food* examines the trade-offs of replacing real food with technology-driven approximations. Chapters go into detail about algae, fungi, pea protein, cultured milk and eggs, upcycled foods, plant-based burgers, vertical farms, cultured meat, and marketing methods. In the final chapter Zimberoff talks to industry voices—including Dan Barber, Mark Cuban, Marion Nestle, and Paul Shapiro—to learn where they see food in 20 years. As our food system leaps ahead to a sterilized lab of the future, we think we know more about our food than we ever did. But because so much is happening so rapidly, we actually know less about the food we are eating. Until now.

Tough Things First: Leadership

Lessons from Silicon Valley's Longest Serving CEO - Ray Zinn 2015-11-06

Silicon Valley pioneer Ray Zinn, CEO of top microchip company Micrel for 37 years, shows entrepreneurs and executives how to lead and succeed by tackling the Tough Things First. In high school, Ray Zinn's track coach told him he was too short to run the hurdles. Ray took this as a challenge and, after months of hard training, became the fastest hurdler on the team. That drive and self-discipline is, to Zinn, the essence of the entrepreneurial spirit. It's what pushed him to achieve the impossible, founding a Silicon Valley microchip company—without venture capital—and turning it into a global empire with an enviable 37-year track record as CEO. Tough Things First, the distillation of Ray Zinn's astonishing career as CEO of Micrel, is a comprehensive head-to-toe training program for entrepreneurs and leaders—based on hard-won lessons in business and in life.

Zinn's tough-love approach gives you the guidance you need to:

- Find your vision, set your goals, and make them happen
- Build your business like you'd train your body: with heart, soul, mind, and passion
- Master the psychological disciplines that will sharpen your focus and drive
- Create a corporate culture that engages employees and inspires confidence
- Put people first and push them to achieve their personal best
- Tackle the tough jobs today—and ensure your success tomorrow

Zinn tells you what it takes to succeed in a world where markets are constantly changing, new technologies are emerging, and small startups are going head to head with industry giants. He shows you how to be a good leader and what you can do to make yourself even better. He reveals why discipline is the first and most important step—for the entrepreneur and the organization—and why people are your single most valuable resource. He offers practical, no-nonsense advice

on processes and procedures, finances and growth creation, changing markets and new technology. But that's not all. The key to your success, Zinn explains, lies in your mind, your body, your vision, and your heart. This book shows you how to develop these interconnected skills, how to integrate them into your life and work, and how to handle the tough things first. As the trailblazing founder and CEO of Micrel, Inc., one of the world's leading microchip companies, Ray Zinn bootstrapped his company, achieved consistent profitability, and delivered a total equity value of more than \$800 million at its acquisition. In 37 years of leading this publicly traded microchip empire, he saw it through the dot-com bust and Great Recession—with only one unprofitable year—relying on his discipline as a leader, passion as an inventor, and training as an athlete. In 2015, Zinn stepped down as Micrel's CEO and is in the process of launching a Silicon Valley

accelerator that will help business visionaries build profitable, enduring companies.

The Contrarian - Max Chafkin
2021-09-21

A New York Times Notable Book A biography of venture capitalist and entrepreneur Peter Thiel, the enigmatic, controversial, and hugely influential power broker who sits at the dynamic intersection of tech, business, and politics “Max Chafkin’s *The Contrarian* is much more than a consistently shocking biography of Peter Thiel, the most important investor in tech and a key supporter of the Donald Trump presidency. It’s also a disturbing history of Silicon Valley that will make you reconsider the ideological foundations of America’s relentless engine of creative destruction.”—Brad Stone, author of *The Everything Store* and *Amazon Unbound* Since the days of the dot-com bubble in the late 1990s, no industry has made a greater impact on the world than Silicon Valley. And few individuals have done

more to shape Silicon Valley than Peter Thiel. The billionaire venture capitalist and entrepreneur has been a behind-the-scenes operator influencing countless aspects of our contemporary way of life, from the technologies we use every day to the delicate power balance between Silicon Valley, Wall Street, and Washington. But despite his power and the ubiquity of his projects, no public figure is quite so mysterious. In the first major biography of Thiel, Max Chafkin traces the trajectory of the innovator's singular life and worldview, from his upbringing as the child of immigrant parents and years at Stanford as a burgeoning conservative thought leader to his founding of PayPal and Palantir, early investment in Facebook and SpaceX, and relationships with fellow tech titans Mark Zuckerberg, Elon Musk, and Eric Schmidt. The Contrarian illuminates the extent to which Thiel has sought to export his values to the corridors of power beyond Silicon Valley, including

funding the lawsuit that destroyed the blog Gawker and strenuously backing far-right political candidates, notably Donald Trump for president in 2016. Eye-opening and deeply reported, The Contrarian is a revelatory biography of a one-of-a-kind leader and an incisive portrait of a tech industry whose explosive growth and power is both thrilling and fraught with controversy.

[Seeing Silicon Valley](#) - Mary Beth Meehan 2021-05-12

Also published in French as Visages de la Silicon Valley.

Ghost Work - Mary L. Gray 2019

"A startling exposé of the invisible human workforce that powers the web--and how to bring it out of the shadows. Hidden beneath the surface of the internet, a new, stark reality is looming--one that cuts to the very heart of our endless debates about the impact of AI. Anthropologist Mary L. Gray and computer scientist Siddharth Suri unveil how the services we use from companies like Amazon, Google, Microsoft, and Uber

can only function smoothly thanks to the judgment and experience of a vast human labor force that is kept deliberately concealed. The people who do 'ghost work' make the internet seem smart. They perform high-tech, on-demand piecework: flagging X-rated content, proofreading, transcribing audio, confirming identities, captioning video, and much more. The shameful truth is that no labor laws protect them or even acknowledge their existence. They often earn less than legal minimums for traditional work, they have no health benefits, and they can be fired at any time for any reason, or for no reason at all. An estimated 8 percent of Americans have worked in this 'ghost economy,' and that number is growing every day. In this unprecedented investigation, Gray and Suri make the case that robots will never completely eliminate 'ghost work' and the unchecked quest for artificial intelligence could spark catastrophic work conditions if not stopped in its

tracks. Ultimately, they show how this essential type of work can create opportunity--rather than misery--for those who do it."--Dust jacket.

The Premonition: A Pandemic Story - Michael Lewis
2021-05-04

New York Times Bestseller For those who could read between the lines, the censored news out of China was terrifying. But the president insisted there was nothing to worry about. Fortunately, we are still a nation of skeptics. Fortunately, there are those among us who study pandemics and are willing to look unflinchingly at worst-case scenarios. Michael Lewis's taut and brilliant nonfiction thriller pits a band of medical visionaries against the wall of ignorance that was the official response of the Trump administration to the outbreak of COVID-19. The characters you will meet in these pages are as fascinating as they are unexpected. A thirteen-year-old girl's science project on transmission of an airborne pathogen develops into a very grown-up model of

disease control. A local public-health officer uses her worm's-eye view to see what the CDC misses, and reveals great truths about American society. A secret team of dissenting doctors, nicknamed the Wolverines, has everything necessary to fight the pandemic: brilliant backgrounds, world-class labs, prior experience with the pandemic scares of bird flu and swine flu...everything, that is, except official permission to implement their work. Michael Lewis is not shy about calling these people heroes for their refusal to follow directives that they know to be based on misinformation and bad science. Even the internet, as crucial as it is to their exchange of ideas, poses a risk to them. They never know for sure who else might be listening in.

What Tech Calls Thinking -

Adrian Daub 2020-10-13
A New York Times Book Review Editors' Choice "In Daub's hands the founding concepts of Silicon Valley don't make money; they fall apart." --

The New York Times Book Review From FSGO x Logic: a Stanford professor's spirited dismantling of Silicon Valley's intellectual origins Adrian Daub's What Tech Calls Thinking is a lively dismantling of the ideas that form the intellectual bedrock of Silicon Valley. Equally important to Silicon Valley's world-altering innovation are the language and ideas it uses to explain and justify itself. And often, those fancy new ideas are simply old motifs playing dress-up in a hoodie. From the myth of dropping out to the war cry of "disruption," Daub locates the Valley's supposedly original, radical thinking in the ideas of Heidegger and Ayn Rand, the New Age Esalen Foundation in Big Sur, and American traditions from the tent revival to predestination. Written with verve and imagination, What Tech Calls Thinking is an intellectual refutation of Silicon Valley's ethos, pulling back the curtain on the self-aggrandizing myths the Valley tells about itself. FSG Originals x Logic dissects the way

technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many worlds, and aspires to incite fresh conversations about technology focused on nuanced and accessible explorations of the emerging tools that reorganize and redefine life today.

Trail Fever - Michael Lewis
1998-11-17

A wickedly funny and astute chronicle of the 1996 presidential campaign--and

how we go about choosing our leaders at the turn of the century. In it Michael Lewis brings to the political scene the same brilliance that distinguished his celebrated best-seller about the financial world, *Liar's Poker*. Beginning with the primaries, Lewis traveled across America--a concerned citizen who happened to ride in candidates' airplanes (as well as rented cars in blinding New Hampshire blizzards) and write about their adventures. Among the contenders he observed: Pat Buchanan, a walking tour of American anger; Lamar Alexander, who appealed to people who pretend to be nice to get ahead; Steve Forbes, frozen in a smile and refusing to answer questions about his father's motorcycles; Alan Keyes, one of the great political speakers of our age, whom no one has ever heard of; Morry Taylor--"the Grizz"--the hugely successful businessman who became the refreshing embodiment of ordinary Americans' appetites and ambitions; Bob Dole, a man

who set out to prove he would never be president; and Bill Clinton, the big snow goose who flew too high to be shot out of the sky. We watch the cliches of this peculiar subculture collide with characters from the real world: a pig farmer in Iowa; an evangelical preacher in Colorado Springs; a homeless person in Manhattan; a prospective illegal immigrant in Mexico. The politicians speak and speak, often reversing positions, denying direct quotations, mastering the sound bite, dodging hard questions, wreaking havoc on the English language. Spin doctors spin. Rented strangers (campaign workers) proliferate. One particular toe sucker goes awry. Ads are honed to misrepresent and distort. Money makes the world go round. And the citizens are left dumbfounded or cheering empty platitudes. When trail fever breaks on Election Day, half of America's eligible voters stay home. This book offers a striking look at us and our politics and the mammoth

unlikelihood of connection between the inauthentic modern candidate and the voter's passions, needs, and desires. In telling the story, Michael Lewis once again proves himself a masterful observer of the American scene.

The New New Thing: A Silicon Valley Story - Michael Lewis 1999-10-17

In the weird glow of the dying millennium, Michael Lewis sets out on a safari through Silicon Valley to find the world's most important technology entrepreneur, the man who embodies the spirit of the coming age. He finds him in Jim Clark, who is about to create his third, separate, billion-dollar company: first Silicon Graphics, then Netscape-which launched the Information Age-and now Healtheon, a startup that may turn the \$1 trillion healthcare industry on its head. Despite the variety of his achievements, Clark thinks of himself mainly as the creator of Hyperion, which happens to be a sailboat . . . not just an ordinary yacht,

but the world's largest single-mast vessel, a machine more complex than a 747. Clark claims he will be able to sail it via computer from his desk in San Francisco, and the new code may contain the seeds of his next billion-dollar coup. On the wings of Lewis's celebrated storytelling, the reader takes the ride of a lifetime through this strange landscape of geeks and billionaires. We get the inside story of the battle between Netscape and Microsoft; we sit in the room as Clark tries to persuade the investment bankers that Healthon is the next Microsoft; we get queasy as Clark pits his boat against the rage of the North Atlantic in winter. And in every brilliant anecdote and character sketch, Lewis is drawing us a map of markets and free enterprise in the twenty-first century.

The Code - Margaret O'Mara
2019-07-09

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.

How the Internet Happened:
From Netscape to the iPhone -

Brian McCullough 2018-10-23
A Library Journal Best Book of the Year Tech-guru Brian McCullough delivers a rollicking history of the internet, why it exploded, and how it changed everything. The internet was never intended for you, opines Brian McCullough in this lively narrative of an era that utterly transformed everything we thought we knew about technology. In How the Internet Happened, he chronicles the whole fascinating story for the first time, beginning in a dusty Illinois basement in 1993, when a group of college kids set off a once-in-an-epoch revolution with what would

become the first “dotcom.” Depicting the lives of now-famous innovators like Netscape’s Marc Andreessen and Facebook’s Mark Zuckerberg, McCullough also reveals surprising quirks and unknown tales as he tracks both the technology and the culture around the internet’s

rise. Cinematic in detail and unprecedented in scope, the result both enlightens and informs as it draws back the curtain on the new rhythm of disruption and innovation the internet fostered, and helps to redefine an era that changed every part of our lives.