

The Silicon Boys And Their Valley Of Dreams

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Summary: The Silicon Boys and Their Valley of Dreams BusinessNews Publishing 2014-09-29 The must-read summary of David Kaplan's book: "The Silicon Boys and their Valley of Dreams: The Meek Didn't Inherit the Earth. The Geeks Did.". This complete summary of the ideas from David Kaplan's book "The Silicon Boys and their Valley of Dreams" reveals the history and culture of Silicon Valley. In his book, the author brilliantly captures the image of the area that has now become the epicenter of the New Economy and the symbol of high-tech, genius and ineffable wealth. This summary is a must-read for anyone who wants to know more about the people behind these world-class companies and how they achieved success. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "The Silicon Boys and their Valley of Dreams" and discover more about the story behind one of the most dynamic places on the planet.

Consuming Youth Robert Latham 2007-11-01 From the novels of Anne Rice to *The Lost Boys*, from *The Terminator* to cyberpunk science fiction, vampires and cyborgs have become strikingly visible figures within American popular culture, especially youth culture. In *Consuming Youth*, Rob Latham explains why, showing how fiction, film, and other media deploy these ambiguous monsters to embody and work through the implications of a capitalist system in which youth both consume and are consumed. Inspired by Marx's use of the cyborg vampire as a metaphor for the objectification of physical labor in the factory, Latham shows how contemporary images of vampires and cyborgs illuminate the contradictory processes of empowerment and exploitation that characterize the youth-consumer system. While the vampire is a voracious consumer driven by a hunger for perpetual youth, the cyborg has incorporated the machineries of consumption into its own flesh. Powerful fusions of technology and desire, these paired images symbolize the forms of labor and leisure that American society has staked out for contemporary youth. A startling look at youth in our time, *Consuming Youth* will interest anyone concerned with film, television, and popular culture.

Taking on Silicon Valley Nnamdi Oranye 2017-08-28 Today's Africa is an amazing place full of change and creativity, and its tech innovators are at the forefront of its transformation. That is why Silicon Valley has woken up to its massive potential and clearly has its eyes set on the continent. And not only is Silicon Valley interested, but China as well. But what will it mean when the tech "big boys" of Silicon Valley and China, who have repeatedly disrupted industries all over the world, set up shop in Africa? Will this bring positive or negative change? And how can African innovators not only compete with the world's tech giants but even take them on? These are the questions Nnamdi Oranye seeks to answer in his thought-

provoking book, "Taking on Silicon Valley," a follow-up to his previous book, "Disrupting Africa: The Rise and Rise of African Innovation." Africa has an amazing future, and it is its innovators who will shape it. There is a way Africa can take on Silicon Valley. It requires for eyes to be opened to the past, the present, and the future; for dreams to be taken seriously; and for African innovators to keep steady on the path they are so passionately forging.

The Nudist On The Lateshift Po Bronson 2013-06-30 Entrepreneurs and tech wizards, immigrants and investors, dreamers and visionaries are heading West to seek their fortune. Their Mecca is Silicon Valley - where one person can achieve so much with just initiative, talent and a good idea. Meet David Filo, co-founder of Yahoo and worth over \$500 million, who still sleeps under his desk one night a week. Meet the 26 year-old who is already on his fifth start-up venture. Meet the man with the biggest brain in the world. Meet the nudist who works the late shift.

Family Trust Kathy Wang 2018-10-30 "A globe-trotting, whirlwind, tragi-comic family saga that wrings tears from absurdity and laughter from loss. A joy to read from start to finish." — Andrew Sean Greer, author of *Less*, winner of the 2018 Pulitzer Prize *The Nest* meets *Crazy Rich Asians* in this sharp comedic novel about a Chinese-American family's attempts (or not) to fulfill its dying patriarch's final bequest. Some of us are more equal than others.... Meet Stanley Huang: father, husband, ex-husband, man of unpredictable tastes and temper, aficionado of all-inclusive vacations and bargain luxury goods, newly diagnosed with pancreatic cancer. For years, Stanley has claimed that he's worth a small fortune. But the time is now coming when the details of his estate will finally be revealed, and Stanley's family is nervous. For his son Fred, the inheritance Stanley has long alluded to would soothe the pain caused by years of professional disappointment. By now, the Harvard Business School graduate had expected to be a financial tech god - not a minor investor at a middling corporate firm, where he isn't even allowed to fly business class. Stanley's daughter, Kate, is a middle manager with one of Silicon Valley's most prestigious tech companies. She manages the capricious demands of her world-famous boss and the needs of her two young children all while supporting her would-be entrepreneur husband (just until his startup gets off the ground, which will surely be soon). But lately, Kate has been sensing something amiss; just because you say you have it all, it doesn't mean that you actually do. Stanley's second wife, Mary Zhu, twenty-eight years his junior, has devoted herself to making her husband comfortable in every way—rubbing his feet, cooking his favorite dishes, massaging his ego. But lately, her commitment has waned; caring for a dying old man is far more difficult than she expected. Linda Liang, Stanley's first wife, knows her ex better than anyone. She worked hard for decades to ensure their financial security, and is determined to see her children get their due. Single for nearly a decade, she might finally be ready for some romantic companionship. But where does a seventy-two year old Chinese woman in California go to find an appropriate boyfriend? As Stanley's death approaches, the Huangs are faced with unexpected challenges that upend them and eventually lead them to discover what they most value. A compelling tale of cultural expectations, career ambitions and our relationships with the people who know us best, *Family Trust* skewers the ambition and desires that drive Silicon Valley and draws a sharply loving portrait of modern American family life.

Working in Silicon Valley Alan Hyde 2015-06-11 This work examines the relationship between the rapid technological and economic growth characteristic of high technology districts and their distinct labor market institutions - short job tenures, rapid turnover, flat firm hierarchies, weak internal labor markets, high use of temporary labor, unusual uses of independent contracting, little unionization, unusual employee organization (e.g., chat groups, and ethnic organization), unequal income, minimal employment discrimination litigation, flexible compensation (especially stock options), and heavy use of immigrants on short-term visas. The author suggests that while these distinctive labor market institutions

are somewhat unorthodox and may present legal problems, they play essential roles in high growth.

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 Exit Strategy Lainey Cameron 2020-07-08 Silicon Valley investor Ryn Brennan is on the verge of achieving everything she dreamed. She's succeeded in the male-dominated venture capital world, has a supportive husband, and is about to close the deal of her career. Everything is going exactly as planned, until she meets Carly, her husband's mistress, across the negotiating table. Carly clawed her way back from being a teenage runaway to become an accomplished scientist, caring single mom, and co-founder of her startup. Once she marries her loving fiancé, she'll secure the complete family she craves. But she's blindsided to discover her not so perfect fiancé is already married—to Ryn, her company's biggest investor. In an industry full of not-so-subtle sexism, can the two women rise above, and work together to overcome heartbreak, and ensure their success?

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.

No-collar Andrew Ross 2004 While the internet bubble has burst, the New Economy that the internet produced is still with us, along with the myth of a workplace built around more humane notions of how people work and spend their days in offices. No-Collar is the only close study of New Economy workplaces in their heyday. Andrew Ross, a renowned writer and scholar of American intellectual and social life, spent eighteen months deep inside Silicon Alley in residence at two prominent New Economy companies, Razorfish and 360hiphop, and interviewed a wide range of industry employees in other cities to write this remarkable book. Maverick in their organizations and permissive in their culture, these workplaces offered personal freedoms and rewards that were unheard of in corporate America. Employees feared they may never again enjoy such an irresistible work environment. Yet for every apparent benefit, there

appeared to be a hidden cost: 70-hour workweeks, a lack of managerial protection, an oppressive shouldering of risk by employees, an illusory sense of power sharing, and no end of emotional churning. The industrialization of bohemia encouraged employees to think outside the box, but also allowed companies to claim their most free and creative thoughts and ideas. In these workplaces, Andrew Ross encountered a new kind of industrial personality, and emerged with a sobering lesson. Be careful what you wish for. When work becomes sufficiently humane, we tend to do far too much of it, and it usurps an unacceptable portion of our lives. He concludes that we should not have to choose between a personally gratifying and a just workplace, we should strive to enjoy both. Author note: Andrew Ross is Professor in the American Studies program at New York University. A writer for *Artforum*, *The Nation*, *The Village Voice*, and many other publications, he is the author or editor of thirteen books, including *The Celebration Chronicles*, *Real Love*, *The Chicago Gangster Theory of Life*, *Strange Weather*, *No Respect*, and, most recently, *Low Pay, High Profile: The Global Push for Fair Labor*.

The Power Law Sebastian Mallaby 2022-02-01 "A gripping fly-on-the-wall story of the rise of this unique and important industry based on extensive interviews with some of the most successful venture capitalists." - Daniel Rasmussen, *Wall Street Journal* "A must-read for anyone seeking to understand modern-day Silicon Valley and even our economy writ large." -Bethany McLean, *The Washington Post* "A rare and unsettling look inside a subculture of unparalleled influence." —Jane Mayer "A classic...A book of exceptional reporting, analysis and storytelling." —Charles Duhigg From the *New York Times* bestselling author of *More Money Than God* comes the astonishingly frank and intimate story of Silicon Valley's dominant venture-capital firms—and how their strategies and fates have shaped the path of innovation and the global economy. Innovations rarely come from "experts." Elon Musk was not an "electric car person" before he started Tesla. When it comes to improbable innovations, a legendary tech VC told Sebastian Mallaby, the future cannot be predicted, it can only be discovered. It is the nature of the venture-capital game that most attempts at discovery fail, but a very few succeed at such a scale that they more than make up for everything else. That extreme ratio of success and failure is the power law that drives the VC business, all of Silicon Valley, the wider tech sector, and, by extension, the world. In *The Power Law*, Sebastian Mallaby has parlayed unprecedented access to the most celebrated venture capitalists of all time—the key figures at Sequoia, Kleiner Perkins, Accel, Benchmark, and Andreessen Horowitz, as well as Chinese partnerships such as Qiming and Capital Today—into a riveting blend of storytelling and analysis that unfurls the history of tech incubation, in the Valley and ultimately worldwide. We learn the unvarnished truth, often for the first time, about some of the most iconic triumphs and infamous disasters in Valley history, from the comedy of errors at the birth of Apple to the avalanche of venture money that fostered hubris at WeWork and Uber. VCs' relentless search for grand slams brews an obsession with the ideal of the lone entrepreneur-genius, and companies seen as potential "unicorns" are given intoxicating amounts of power, with sometimes disastrous results. On a more systemic level, the need to make outsized bets on unproven talent reinforces bias, with women and minorities still represented at woefully low levels. This does not just have social justice implications: as Mallaby relates, China's homegrown VC sector, having learned at the Valley's feet, is exploding and now has more women VC luminaries than America has ever had. Still, Silicon Valley VC remains the top incubator of business innovation anywhere—it is not where ideas come from so much as where they go to become the products and companies that create the future. By taking us so deeply into the VCs' game, *The Power Law* helps us think about our own future through their eyes.

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

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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.

Class in America: An Encyclopedia [3 volumes] Robert E. Weir 2007-06-30 In the United States, social class ranks with gender, race, and ethnicity in determining the values, activities, political behavior, and life chances of individuals. Most scholars agree on the importance of class, although they often disagree on what it is and how it impacts Americans. This A-Z encyclopedia, the first to focus on class in the United States, surveys the breadth of class strata throughout our history, for high school students to the general public. Class is illuminated in 525 essay entries on significant people, terms, theories, programs, institutions, eras, ethnic groups, places, and much more. This useful set is an authoritative, fascinating source for in-demand information on key aspects of our culture and society and helps researchers to narrow down a broad topic. Class is revealed from angles that often intersect: through history, with entries such as Founding Fathers, the Industrial Revolution, Westward Expansion; through economics, with entries such as Dot.com Bubble, Robber Barons, Chicago School of Economics, Lottery, Wage Slaves, Economic Equal Opportunity Act, Stock Market, Inheritance Taxes, Wal-Mart, Welfare; through social indicators such as Conspicuous Consumption, the Hamptons, WASP, Homelessness, Social Climbing; through politics with entries such as Anarchism, Braceros, Heritage Foundation, Communist Party, Kennedy Family; and through culture through entries such as Country Music, The Great Gatsby, Television, and Studs Terkel. Class is also approached from ethnic, sexual, religious, educational, and regional angles. Special features include an introduction, timeline, suggested reading per entry, cross-references, reader's guide to topics, and thorough index. Sample entries: Immigration, Education, Labor Movement, Pink-Collar Workers, AFL-CIO, Strikes, Great Depression, Jacob Riis, Literature, the Rockefellers, Slavery, Music, Academia, Family, Suburbia, McMansions, Taxation, Segregation, Racism, Ivy League, Robber Barons, Philanthropists, Socialites, Religion, Welfare, the American Dream, Dot.com Millionaires, Equal Opportunity, Founding Fathers, Wage Slaves, Industrial Revolution, Capitalism, Economics, Appalachia, Horse Racing, Gender, Communist Party, Country Clubs, Religion, American Indians, Conspicuous Consumption, Studs Terkel, Film, Class-Consciousness, Work Ethic, Media, Television, Puritans, Homelessness, Status Symbols, Assimilation/Melting Pot, Art, Westward Expansion, Poverty, The Great Gatsby, Stock Market, Working Poor, Gated Communities, the Hamptons, Social Climbing, Crime, Lottery, Elitism, WASP, American Dream, Noam Chomsky, Fortune Magazine

Rom and Ram the Silicon Valley Boys Beverly J. Atwood 1994-09-01

Artifacts Christine Finn 2001 An archaeologist explores the material culture of Silicon Valley.

More Awesome Than Money Jim Dwyer 2015-11-10 In 2010, four NYU undergrads wanted to build a social network that would allow users to control the information they shared about themselves, instead of

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surrendering their privacy to big businesses like Facebook. Their project was called 'Diaspora.' Before long they had raised £200,000. In a matter of days, the Diaspora Four had received a global commission to re-bottle the genie of personal privacy. But, faced with too many challenges, they couldn't get there. When one member committed suicide in the fall of 2011, they found out how much they had all been on their own.

Steve Jobs Sophie Washburne 2016-12-15 Steve Jobs is a controversial figure who is regarded with awe by some and disgust by others, but he inarguably changed the faces of technology and entertainment with his involvement in Apple and Pixar. This volume presents both sides of the debate, citing Jobs's proponents and detractors, allowing readers to come to their own conclusions about his actions. Detailed sidebars, a fact-filled timeline, and full-color photographs augment the engaging discussion.

Uninvited Neighbors Herbert G. Ruffin 2014-03-28 In the late 1960s, African American protests and Black Power demonstrations in California's Santa Clara County—including what's now called Silicon Valley—took many observers by surprise. After all, as far back as the 1890s, the California constitution had legally abolished most forms of racial discrimination, and subsequent legal reform had surely taken care of the rest. White Americans might even have wondered where the black activists in the late sixties were coming from—because, beginning with the writings of Fredrick Jackson Turner, the most influential histories of the American West simply left out African Americans or, later, portrayed them as a passive and insignificant presence. *Uninvited Neighbors* puts black people back into the picture and dispels cherished myths about California's racial history. Reaching from the Spanish era to the valley's emergence as a center of the high-tech industry, this is the first comprehensive history of the African American experience in the Santa Clara Valley. Author Herbert G. Ruffin II's study presents the black experience in a new way, with a focus on how, despite their smaller numbers and obscure presence, African Americans in the South Bay forged communities that had a regional and national impact disproportionate to their population. As the region industrialized and spawned suburbs during and after World War II, its black citizens built institutions such as churches, social clubs, and civil rights organizations and challenged socioeconomic restrictions. Ruffin explores the quest of the area's black people for the postwar American Dream. The book also addresses the scattering of the black community during the region's late yet rapid urban growth after 1950, which led to the creation of several distinct black suburban communities clustered in metropolitan San Jose. Ruffin treats people of color as agents of their own development and survival in a region that was always multiracial and where slavery and Jim Crow did not predominate, but where the white embrace of racial justice and equality was often insincere. The result offers a new view of the intersection of African American history and the history of the American West.

Learning Bio-Micro-Nanotechnology Mel I. Mendelson 2013-01-04 Learning Bio-Micro-Nanotechnology is a primer on micro/nanotechnology that teaches the vocabulary, fundamental concepts, and applications of micro/nanotechnology in biology, chemistry, physics, engineering, electronics, computers, biomedicine, microscopy, ethics, and risks to humankind. It provides an introduction into the small world with a low fo

Summary: The Silicon Boys and Their Valley of Dreams Businessnews Publishing 2016-09-09 The must-read summary of David Kaplan's book: "The Silicon Boys and their Valley of Dreams: The Meek Didn't Inherit the Earth. The Geeks Did.". This complete summary of the ideas from David Kaplan's book "The Silicon Boys and their Valley of Dreams" reveals the history and culture of Silicon Valley. In his book, the author brilliantly captures the image of the area that has now become the epicenter of the New Economy and the symbol of high-tech, genius and ineffable wealth. This summary is a must-read for anyone who

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wants to know more about the people behind these world-class companies and how they achieved success. Added-value of this summary: - Save time - Understand key concepts - Expand your knowledge To learn more, read "The Silicon Boys and their Valley of Dreams" and discover more about the story behind one of the most dynamic places on the planet.

Once You're Lucky, Twice You're Good Sarah Lacy 2008 Traces the stories of entrepreneurs who rose from the ashes of the dot-com bust to create groundbreaking new Web companies, in an account that documents the success stories of such examples as Facebook, MySpace, and YouTube.

Americana Bhu Srinivasan 2018-12-04 An absorbing and original narrative history of American capitalism NAMED A BEST BOOK OF 2017 BY THE ECONOMIST From the days of the Mayflower and the Virginia Company, America has been a place for people to dream, invent, build, tinker, and bet the farm in pursuit of a better life. Americana takes us on a four-hundred-year journey of this spirit of innovation and ambition through a series of Next Big Things -- the inventions, techniques, and industries that drove American history forward: from the telegraph, the railroad, guns, radio, and banking to flight, suburbia, and sneakers, culminating with the Internet and mobile technology at the turn of the twenty-first century. The result is a thrilling alternative history of modern America that reframes events, trends, and people we thought we knew through the prism of the value that, for better or for worse, this nation holds dearest: capitalism. In a winning, accessible style, Bhu Srinivasan boldly takes on four centuries of American enterprise, revealing the unexpected connections that link them. We learn how Andrew Carnegie's early job as a telegraph messenger boy paved the way for his leadership of the steel empire that would make him one of the nation's richest men; how the gunmaker Remington reinvented itself in the postwar years to sell typewriters; how the inner workings of the Mafia mirrored the trend of consolidation and regulation in more traditional business; and how a 1950s infrastructure bill triggered a series of events that produced one of America's most enduring brands: KFC. Reliving the heady early days of Silicon Valley, we are reminded that the start-up is an idea as old as America itself. Entertaining, eye-opening, and sweeping in its reach, Americana is an exhilarating new work of narrative history.

Alpha Girls Julian Guthrie 2019-04-30 An unforgettable story of four women who, through grit and ingenuity, became stars in the cutthroat, high-stakes, male dominated world of venture capital in Silicon Valley, and helped build some of the foremost companies of our time. In Alpha Girls, award-winning journalist Julian Guthrie takes readers behind the closed doors of venture capital, an industry that transforms economies and shapes how we live. We follow the lives and careers of four women who were largely written out of history - until now. Magdalena Yesil, who arrived in America from Turkey with \$43 to her name, would go on to receive her electrical engineering degree from Stanford, found some of the first companies to commercialize internet access, and help Marc Benioff build Salesforce. Mary Jane Elmore went from the corn fields of Indiana to Stanford and on to the storied venture capital firm IVP - where she was one of the first women in the U.S. to make partner - only to be pulled back from the glass ceiling by expectations at home. Theresa Gouw, an overachieving first-generation Asian American from a working-class town, dominated the foosball tables at Brown (she would later reluctantly let Sergey Brin win to help Accel Partners court Google), before she helped land and build companies including Facebook, Trulia, Imperva, and ForeScout. Sonja Hoel, a Southerner who became the first woman investing partner at white-glove Menlo Ventures, invested in McAfee, Hotmail, Acme Packet, and F5 Networks. As her star was still rising at Menlo, a personal crisis would turn her into an activist overnight, inspiring her to found an all-women's investment group and a national nonprofit for girls. These women, juggling work and family, shaped the tech landscape we know today while overcoming unequal pay, actual punches, betrayals, and the sexist attitudes prevalent in Silicon Valley and in male-dominated industries everywhere. Despite the setbacks, they would rise again to rewrite the rules for an industry

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they love. In *Alpha Girls*, Guthrie reveals their untold stories.

The Boy Kings Katherine Losse 2012-06-26 This book takes us for the first time into the heart of the fast growing information empire of Facebook, inviting us to high level meetings with Mark Zuckerberg; lifting the veil on long nights of relentless hacking and trolling; taking us behind the scenes of raucous company parties; and introducing us to the personalities, values, and secret ambitions of the floppy haired boy wonders who are redefining the way we live, love, and work. By revealing here what is really driving both the business and the culture of the social network, the author answers the biggest question of all: What kind of world is Facebook trying to build, and is it the world we want to live in?

U is for Unicorn Loren Girimonte 2021-05-11 *U is for Unicorn: The ABCs of Silicon Valley* is a game-changing alphabet book about the lingo of the tech industry. From Angel Investor to Napping Pod to Zero-Emissions Vehicle, this witty book explores the world of the San Francisco Bay Area one letter at a time. Featuring buzzwords like Cryptocurrency, Hoodies, Rest and Vest, Moonshots, and more, these are the ABCs and ideas that innovators—from infants to Xennials—need to onboard now. • Pairs funny, knowing illustration with rhyming verse for each crucial concept • Follows a team of five talented employees (and one scrappy and resourceful raccoon) • Explores Silicon Valley culture letter-by-letter Disruptors of all ages can Pivot to next-gen success as they scale their learning and crush it to become the thought leaders of tomorrow. *U is for Unicorn* proves that Silicon Valley is rooted not just in a place, but in a state of mind anywhere Java (code and coffee) is flowing.

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.

Accidental Empires Robert X. Cringely 1993 An impressive hardcover success, with more than 40,000 copies sold, *Accidental Empires* is an anecdotal history of the computer industry that holds major appeal for a wide audience. Cringely focuses on the astoundingly odd personalities as well as on the hacker culture they spawned.

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,

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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.

A History of Small Business in America Mansel G. Blackford 2003 From the colonial era to the present day, small businesses have been an integral part of American life. First published in 1991 and now thoroughly updated, this study explores the central but ever-changing role played by small enterprises in the nation's economic, political and cultural development.

Whistleblower Susan Fowler 2021-02-16 "A powerful illustration of the obstacles our society continues to throw up in the paths of ambitious young women." —The New York Times Book Review "Important . . . empowering." —Gayle King, CBS This Morning "That [Fowler] became a whistle-blower and a pioneer of a social movement almost seems inevitable once you get to know her. Uber should have seen her coming." —San Francisco Chronicle Named a Best Book of 2020 by NPR Susan Fowler was just twenty-five years old when her blog post describing the sexual harassment and retaliation she'd experienced at Uber riveted the nation. Her post would eventually lead to the ousting of Uber's powerful CEO, but its ripples extended far beyond that, as her courageous choice to attach her name to the post inspired other women to speak publicly about their experiences. In the year that followed, an unprecedented number of women came forward, and Fowler was recognized by Time as one of the "Silence Breakers" who ignited the #MeToo movement. Here, she shares her full story: a story of extraordinary determination and resilience that reveals what it takes--and what it means--to be a whistleblower. Long before she arrived at Uber, Fowler's life had been defined by her refusal to accept her circumstances. She propelled herself from an impoverished childhood with little formal education to the Ivy League, and then to a coveted position at one of the most valuable companies in the history of Silicon Valley. Each time she was mistreated, she fought back or found a way to reinvent herself; all she wanted was the opportunity to define her own dreams and work to achieve them. But when she discovered Uber's pervasive culture of sexism, racism, harassment, and abuse, and that the company would do nothing about it, she knew she had to speak out—no matter what it cost her. *Whistleblower* takes us deep inside this shockingly toxic workplace and reveals new details about the aftermath of the blog post, in which Fowler was investigated and followed, hacked and threatened, to the point that she feared for her life. But even as it illuminates how the deck is stacked in favor of the status quo, Fowler's story serves as a crucial reminder that we can take our power back. Both moving personal narrative and rallying cry, *Whistleblower* urges us to be the heroes of our own stories, and to keep fighting for a more just and equitable world.

Apple Confidential 2.0 Owen W. Linzmayer 2004 Chronicles the best and the worst of Apple Computer's remarkable story.

The Most Dangerous Branch David A. Kaplan 2018-09-04 The former legal affairs editor of Newsweek takes us inside the secret world of the Supreme Court and shows how the justices subvert the role of the other branches of government—and how we've come to accept it at our peril. Never before has the Court been more central in American life. It is now the nine justices who too often decide the biggest issues of our time—from abortion and same-sex marriage to gun control, campaign finance, and voting rights. The Court is so crucial that many voters in 2016 made their choice based on whom they thought their presidential candidate would name to the Court. Donald Trump picked Neil Gorsuch—the key decision of his new administration. The newest justice, Brett Kavanaugh—replacing Anthony Kennedy—is even more

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important, holding the swing vote over so much social policy. With the 2020 campaign underway, and with two justices in their '80s, the Court looms even larger. Is that really how democracy is supposed to work? Based on exclusive interviews with the justices, Kaplan provides fresh details about life behind the scenes at the Court: the reaction to Kavanaugh's controversial arrival, the new role for Chief Justice John Roberts, Clarence Thomas's simmering rage, Antonin Scalia's death, Ruth Bader Ginsburg's celebrity, Breyer Bingo, and the petty feuding between Gorsuch and the chief justice. Kaplan offers a sweeping narrative of the justices' aggrandizement of power over the decades—from *Roe v. Wade* to *Bush v. Gore* to *Citizens United*. (He also faults the Court for not getting involved when it should—for example, to limit partisan gerrymandering.) But the arrogance of the Court isn't partisan: Conservative and liberal justices alike are guilty of overreach. Challenging conventional wisdom about the Court's transcendent power, as well as presenting an intimate inside look at the Court, *The Most Dangerous Branch* is sure to rile both sides of the political aisle.

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.

California Apricots Robin Chapman 2019-09-16 Picked warm from a tree, a California apricot opens into halves as easily as if it came with a dotted line down its center. The seed infuses the core with a hint of almond; the fruit carries the scent of citrus and jasmine; and it tastes, some say, like manna from heaven. In these pages, Robin Chapman recalls the season when the Santa Clara Valley was the largest apricot producer in the world and recounts the stories of Silicon Valley's now lost orchards. From the Spaniards in the eighteenth century who first planted apricots in the Mission Santa Clara gardens to the post-World War II families who built their homes among subdivided orchards, relive the long summer days ripe with bumper crops of this much-anticipated delicacy.

Accidental Empires Robert X. Cringely 1996-09-13 Computer manufacturing is--after cars, energy production and illegal drugs--the largest industry in the world, and it's one of the last great success stories in American business. *Accidental Empires* is the trenchant, vastly readable history of that industry, focusing as much on the astoundingly odd personalities at its core--Steve Jobs, Bill Gates, Mitch Kapor, etc. and the hacker culture they spawned as it does on the remarkable technology they created. Cringely reveals the manias and foibles of these men (they are always men) with deadpan hilarity and cogently demonstrates how their neuroses have shaped the computer business. But Cringely gives us much more than high-tech voyeurism and insider gossip. From the birth of the transistor to the mid-life crisis of the computer industry, he spins a sweeping, uniquely American saga of creativity and ego that is at once uproarious, shocking and inspiring.

[Fire in the Valley](#) Michael Swaine 2014-10-20 In the 1970s, while their contemporaries were protesting the computer as a tool of dehumanization and oppression, a motley collection of college dropouts,

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hippies, and electronics fanatics were engaged in something much more subversive. Obsessed with the idea of getting computer power into their own hands, they launched from their garages a hobbyist movement that grew into an industry, and ultimately a social and technological revolution. What they did was invent the personal computer: not just a new device, but a watershed in the relationship between man and machine. This is their story. *Fire in the Valley* is the definitive history of the personal computer, drawn from interviews with the people who made it happen, written by two veteran computer writers who were there from the start. Working at InfoWorld in the early 1980s, Swaine and Freiburger daily rubbed elbows with people like Steve Jobs and Bill Gates when they were creating the personal computer revolution. A rich story of colorful individuals, *Fire in the Valley* profiles these unlikely revolutionaries and entrepreneurs, such as Ed Roberts of MITS, Lee Felsenstein at Processor Technology, and Jack Tramiel of Commodore, as well as Jobs and Gates in all the innocence of their formative years. This completely revised and expanded third edition brings the story to its completion, chronicling the end of the personal computer revolution and the beginning of the post-PC era. It covers the departure from the stage of major players with the deaths of Steve Jobs and Douglas Engelbart and the retirements of Bill Gates and Steve Ballmer; the shift away from the PC to the cloud and portable devices; and what the end of the PC era means for issues such as personal freedom and power, and open source vs. proprietary software.

The Know-It-Alls Noam Cohen 2017-11-07 Included in Backchannel's (WIRED.com) "Top Tech Books of 2017" An "important" book on the "pervasive influence of Silicon Valley on our economy, culture and politics." —New York Times 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.

The Internet Is Not the Answer Andrew Keen 2015-01-06 The renowned Internet commentator and author of *How to Fix the Future* "expos[es] the greed, egotism and narcissism that fuels the tech world" (Chicago Tribune). The digital revolution has contributed to the world in many positive ways, but we are less aware of the Internet's deeply negative effects. *The Internet Is Not the Answer*, by longtime Internet skeptic Andrew Keen, offers a comprehensive look at what the Internet is doing to our lives. The book traces the technological and economic history of the Internet, from its founding in the 1960s through the rise of big data companies to the increasing attempts to monetize almost every human activity. In this sharp, witty narrative, informed by the work of other writers, reporters, and academics, as well as his own research and interviews, Keen shows us the tech world, warts and all. Startling and important, *The Internet Is Not the Answer* is a big-picture look at what the Internet is doing to our society and an investigation of what we can do to try to make sure the decisions we are making about the reconfiguring of our world do not lead to unpleasant, unforeseen aftershocks. "Andrew Keen has written a very powerful and daring manifesto questioning whether the Internet lives up to its own espoused values. He is not an opponent of

Internet culture, he is its conscience, and must be heard.” —Po Bronson, #1 New York Times–bestselling author

The Silicon Boys David A. Kaplan 2000-04-05 In "the best book to date on the subject" (San Francisco Chronicle), prize-winning journalist David A. Kaplan brings to life the culture and history of Silicon Valley. The symbol of high-tech genius and ineffable wealth, a place that competes with Hollywood and Washington in the zeitgeist of success and excess, the Valley is the epicenter of the New Economy. Depending on yesterday's stock market close, roughly a quartermillion Siliconillionaires live in the Valley. And they're building megalo-mansions and buying Lamborghinis as fast as they can. Combining reportorial insight and biting wit, *The Silicon Boys* tells the unforgettable story of dreams and greed, ambition and luck, that has become the Valley of the Dollars.

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.