

# The New New Thing A Silicon Valley Story

*Geek Silicon Valley* **Secrets of Silicon Valley** **The Psychology of Silicon Valley Startup** *Geek Silicon Valley* **Abolish Silicon Valley** *Understanding Silicon Valley* **The New New Thing: A Silicon Valley Story** **Seeing Silicon Valley** **Sophia of Silicon Valley** **Bad Blood** **Silicon City: San Francisco in the Long Shadow of the Valley** *Sunnyvale* **The Code** **Valley of the Gods** *People's History of Silicon Valley* **Decoding Silicon Valley** **The Silicon Valley Edge** **Making Silicon Valley Average** **Joe Silicon Valley** **The Secret of Silicon Valley** **A Journey to Silicon Valley and Beyond** **Abolish Silicon Valley** **Higher Education and Silicon Valley** **A History of Silicon Valley** **Silicon Valley Fever** **Inside Silicon Valley** **U is for Unicorn** **Brotopia** **Troublemakers** *The Prince of Silicon Valley* **Secrets of Silicon Valley** **Silicon Valley, Women, and the California Dream** **The Silicon Valley of Dreams** **Silicon Valley** **ALMOST** **Starting Up Silicon Valley** *The Devil in Silicon Valley* **Beyond Silicon Valley**

Eventually, you will unconditionally discover a new experience and skill by spending more cash. still when? do you say you will that you require to acquire those all needs in imitation of having significantly cash? Why dont you try to get something basic in the beginning? Thats something that will guide you to comprehend even more on the subject of the globe, experience, some places, in imitation of history, amusement, and a lot more?

It is your no question own epoch to produce a result reviewing habit. in the middle of guides you could enjoy now is **The New New Thing A Silicon Valley Story** below.

**The Silicon Valley of Dreams** Nov 28 2019 Looks at the high technology industries of the Silicon Valley, arguing that it provides an illustration of environmental inequality and racism.

**Seeing Silicon Valley** Feb 21 2022 Also published in French as *Visages de la Silicon Valley*.

**Valley of the Gods** Aug 18 2021 "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.

*Geek Silicon Valley* Jun 27 2022 The definitive guide to the places and people that built the area between San Francisco and San Jose, California, evoking a sense of the Hollywood-like magic that made Silicon Valley a locale envied the world over.

*The Devil in Silicon Valley* Jul 25 2019 This sweeping history explores the growing Latino presence in the United States over the past two hundred years. It also debunks common myths about Silicon Valley, one of the world's most influential but least-understood places. Far more than any label of the moment, the devil of racism has long been Silicon Valley's defining force, and Stephen Pitti argues that ethnic Mexicans--rather than computer programmers--should take center stage in any contemporary discussion of the "new West." Pitti weaves together the experiences of disparate residents--early Spanish-Mexican settlers, Gold Rush miners, farmworkers transplanted from Texas, Chicano movement activists, and late-twentieth-century musicians--to offer a broad reevaluation of the American West. Based on dozens of oral histories as well as unprecedented archival research, *The Devil in Silicon Valley* shows how San José, Santa Clara, and other northern California locales played a critical role in the ongoing development of Latino politics. This is a transnational history. In addition to considering the past efforts of immigrant and U.S.-born miners, fruit cannery workers, and janitors at high-tech firms--many of whom retained strong ties to Mexico--Pitti describes the work of such well-known Valley residents as César Chavez. He also chronicles the violent opposition ethnic Mexicans have faced in Santa Clara Valley. In the process, he reinterprets not only California history but the Latino political tradition and the story of American labor. This book follows California race relations from the Franciscan missions to the Gold Rush, from the New Almaden mine standoff to the Apple janitorial strike. As the first sustained account of Northern California's Mexican American history, it challenges conventional thinking and tells a fascinating story. Bringing the past to bear on the present, *The Devil in Silicon Valley* is counter-history at its best.

**The Secret of Silicon Valley** Jan 11 2021 Silicon Valley is much more than the home of the world's most powerful companies. It is a vibrant place where the constant drive for innovation determines everything, thinking big is the norm and startups grow into billion-dollar empires. What is going on here? And what can you learn from the Valley's entrepreneurs? Serial entrepreneur Wibe Wagemans and tech journalist Eva Schram have lived and worked in the epicenter of innovation for years. Together they unravel a mysterious world with its own laws and customs. With inspiring examples and practical tips, they explain how the Valley beats all competition and how you can do that, too. *The Secret of Silicon Valley* is a book for entrepreneurs, managers, creatives, and dreamers. A book for adventurers looking for an experienced guide. A book for people who want to move forward. Wibe Wagemans is a pioneer, serial entrepreneur, and CEO in the Valley. He was the first in the world to build an AI bot and an online video game on mobile. His work at Angry Birds, Big Fish, HUUUGE, and others earned him the Cannes Golden Lion award, the world record of No. 1 hits in the App Store, and several exits. Wibe ran a \$1 billion business at Nokia and was an expatriate and student in six countries. Eva Schram is a Dutch journalist who lives in the San Francisco Bay Area and works as a U.S. correspondent for *Het Financieele Dagblad* and *Flemish Knack.be*, among others. Her focus is on big tech companies

and diversity in Silicon Valley. Eva was previously editor-in-chief of Sargasso and an investigative journalist at OneWorld. **Bad Blood** Dec 22 2021 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.

*Geek Silicon Valley* Nov 01 2022 Silicon Valley veterans and newbies alike will want to explore this book that delves into the rich history behind the region that birthed the world's most important industry. Technology journalist Ashlee Vance has captured almost every aspect of the area stretching between San Francisco and San Jose, California, starting with the eager radio and electronics enthusiasts of the early 1900s and ending with the computing powerhouses of today such as Google and Apple. Along the way, the book profiles the people and places that have elevated Silicon Valley to an almost mythic pedestal. This book delivers Silicon Valley, taking us from success story to failed startup and back again as we drive the roads from San Francisco to Menlo Park, Palo Alto, Mountain View, Sunnyvale, Santa Clara and San Jose. It's full of profiles of the larger-than-life characters that pioneered the processor, computer, and Internet revolutions. The book's vibrant design includes "Silicon Valley Soundbytes" packed with insider information and trivia, and "Click Here" sidebars, which suggest places to eat, drink, and shop. Place by place, readers get the inside scoop on all the addresses that count, which include Microsoft research centers; the headquarters of Google, Hewlett-Packard, Intel, Sun Microsystems, and Oracle; research powerhouses such as Stanford University, NASA Ames, and Lawrence Livermore National Laboratory; the Computer History Museum and The Tech Museum; the Shoreline Amphitheater; the Churchill Club; and many more.

**Abolish Silicon Valley** Nov 08 2020 Former insider turned critic Wendy Liu busts the myths of the tech industry, and offers a galvanising argument for why and how we must reclaim technology's potential for the public good. Former insider turned critic Wendy Liu busts the myths of the tech industry, and offers a galvanising argument for why and how we must reclaim technology's potential for the public good. "Lucid, probing and urgent. Wendy Liu manages to be both optimistic about the emancipatory potential of tech and scathing about the industry that has harnessed it for bleak and self-serving ends." -- Naomi Klein, author of *On Fire: The Burning Case for a Green New Deal* "An inspiring memoir manifesto...Technologists all over the world are realizing that no amount of code can substitute for political engagement. Liu's memoir is a road map for that journey of realization." -- Cory Doctorow, author of *Radicalized* and *Little Brother* Innovation. Meritocracy. The possibility of overnight success. What's not to love about Silicon Valley? These days, it's hard to be unambiguously optimistic about the growth-at-all-costs ethos of the tech industry. Public opinion is souring in the wake of revelations about Cambridge Analytica, Theranos, and the workplace conditions of Amazon workers or Uber drivers. It's becoming clear that the tech industry's promised "innovation" is neither sustainable nor always desirable. *Abolish Silicon Valley* is both a heartfelt personal story about the wasteful inequality of Silicon Valley, and a rallying call to engage in the radical politics needed to upend the status quo. Going beyond the idiosyncrasies of the individual founders and companies that characterise the industry today, Wendy Liu delves into the structural factors of the economy that gave rise to Silicon Valley as we know it. Ultimately, she proposes a more radical way of developing technology, where innovation is conducted for the benefit of society at large, and not just to enrich a select few.

**The New New Thing: A Silicon Valley Story** Mar 25 2022 The strange, unlikely story of Silicon Valley is told through the life of one of its greatest achievers--Jim Clark, who founded Silicon Graphics and Netscape and may be on the verge of another trillion-dollar miracle company. Tour.

*The Code* Sep 18 2021 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.

*People's History of Silicon Valley* Jul 17 2021 Regardless of where you live or work, Silicon Valley undoubtedly touches your life—the tech industry's gadgets and apps promise us more efficient, convenient, and fun lives. Yet despite Silicon Valley's utopian promises, more and more of us find ourselves addicted to our smartphones, made insecure by social media, gentrified away by tech wealth, and alarmed at social media companies profiting off personal data. This succinct guide follows Silicon Valley and the tech industry from the beginning of the twentieth century to the present day, tracing how Silicon Valley changed the San Francisco Bay Area, changed human culture, and ultimately changed the way we think about ourselves. From the first Macintosh to the rise of social media, *A Brief History of Silicon Valley* peels back the curtain on an industry that brands itself as visionary but which may be swiftly hurtling us towards dystopia.

*Abolish Silicon Valley* May 27 2022 Former insider turned critic Wendy Liu busts the myths of the tech industry, and offers a galvanising argument for why and how we must reclaim technology's potential for the public good. Former insider turned critic Wendy Liu busts the myths of the tech industry, and offers a galvanising argument for why and how we must reclaim technology's potential for the public good. "Lucid, probing and urgent. Wendy Liu manages to be both optimistic about the emancipatory potential of tech and scathing about the industry that has harnessed it for bleak and self-serving ends." -- Naomi Klein, author of *On Fire: The Burning Case for a Green New Deal* "An inspiring memoir manifesto...Technologists all over the world are realizing that no amount of code can substitute for political engagement. Liu's memoir is a road map for that journey of realization." -- Cory Doctorow, author of *Radicalized* and *Little Brother* Innovation. Meritocracy. The possibility of overnight success. What's not to love about Silicon Valley? These days, it's hard to be unambiguously optimistic about the growth-at-all-costs ethos of the tech industry. Public opinion is souring in the wake of revelations about Cambridge Analytica, Theranos, and the workplace conditions of Amazon workers or Uber drivers. It's becoming clear that the tech industry's promised "innovation" is neither sustainable nor always desirable. *Abolish Silicon Valley* is both a heartfelt personal story about the wasteful inequality of Silicon Valley, and a rallying call to engage in the radical politics needed to upend the status quo. Going beyond the idiosyncrasies of the individual founders and companies that characterise the industry today, Wendy Liu delves into the structural factors of the economy that gave rise to Silicon Valley as we know it. Ultimately, she proposes a more radical way of developing technology, where innovation is conducted for the benefit of society at large, and not just to enrich a select few.

*ALMOST* Sep 26 2019

**Secrets of Silicon Valley** Sep 30 2022 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.

**Silicon City: San Francisco in the Long Shadow of the Valley** Nov 20 2021 An intimate, eye-opening portrait of San Francisco transformed by the tech boom. San Francisco is changing at warp speed. Famously home to artists and activists, and known as the birthplace of the Beats, the Black Panthers, and the LGBTQ movement, in recent decades the Bay Area has been reshaped by Silicon Valley, the engine of the new American economy. The richer the region gets, the more unequal and less diverse it becomes, and cracks in the city's facade—rapid gentrification, an epidemic of evictions, rising crime, atrophied public institutions—have started to show. Inspired by Studs Terkel's classic works of oral history, writer and filmmaker Cary McClelland spent several years interviewing people at the epicenter of the recent change, from venture capitalists and coders to politicians and protesters, from native sons and daughters to the city's newest arrivals. The crisp and vivid stories of Silicon City's diverse cast capture San Francisco as never before. The book opens with a longtime tour guide recounting the history of the original Gold Rush and observing how little the people of his city pay attention to its history; it ends on Fisherman's Wharf, with the proprietor of an arcade game museum reminding us that even today's technology will become relics of the past. In between we hear from people who have passed through Apple, Google, eBay, Intel, and the other big tech companies of our time. And we meet those who are experiencing the changes at the grassroots level: a homeless advocate in Haight-Ashbury, an Oakland rapper, a pawnbroker in the Mission, a man who helped dismantle and rebuild the Bay Bridge, and a woman who runs a tattoo parlor in the Castro. *Silicon City* masterfully weaves together a candid conversation across a divided community to create a dynamic portrait of a beloved city—and a cautionary tale for the entire country.

*Silicon Valley* Feb 09 2021 Silicon Valley, the heart of America's advanced computer business in California, is the place where the future is being shaped, where the wildest electronic fantasies are already commonplace or out-of-date, where fortunes are made or lost on an idea, where science and commerce are inextricably, and sometimes uncomfortably, linked. Here, men and women stake their lives, their fortunes, their careers, their marriages on the dream of that one scientific breakthrough. It's a game for the smart, the young, the tough. It's a game that Burt Mathias has won—but for how long? Mathias is a self-made businessman who built the computer firm Solitron into a multimillion-dollar corporation. His college friend and partner, Alan Steinberg, is the computer genius of the operation, who explores the farthest reaches of computer intelligence while Mathias manages the finances. But Mathias stands on the brink of personal and professional ruin, about to lose both his wife and his business. To save Solitron from bankruptcy, he must gamble everything on whether Steinberg can perfect the first computer ever to simulate human consciousness. And once the job is complete, there is only one way to prove this remarkable ability to

the incredulous world: the Turing Test, which will match the electronic intelligence against the human mind; which will make Burt Mathias either a victor or a laughingstock; and which will rouse man's deepest fears of being replaced by artificial life. As the deadline approaches, the race to test the computer changes the lives of everyone connected to Solitron. Diane Caswell--Mathias' beautiful wife, who is infuriated by her own discovery of Burt's greed and infidelity, and uses her skills as a computer programmer to wreak vengeance; Maralee Sonderson--a cold Midwestern beauty whose intelligence and competitiveness have made her a top correspondent at The New York Times, and who finds in Silicon Valley--and Burt Mathias--the scoop of her career; Martha the Magnificent--the pseudonym of a brilliant but shy and painfully thin woman, whose home-brew computer novels send Steinberg off in search of her; Vincent Thomas--the Stanford professor whose services are commandeered by Solitron and whose excitement at completing such a program makes him only slightly less suspicious of Mathias' veiled threats. Silicon Valley is an absorbing, prophetic novel set among the possibilities and probabilities of the computer age, where success hinges on the speculative advances of modern technology and the unpredictable turns of human emotion.--Jacket

Starting Up Silicon Valley Aug 25 2019 From Fruit Shed to Fortune 500: The inside story of ROLM and its continuing influence on Silicon Valley Decades before Facebook, seven years before Apple, four young men were hard at work in a prune-drying shed designing "the world's toughest computer." That was the founding of ROLM Corporation, at a time when the orchards of Santa Clara County were being transformed into what would become Silicon Valley. By 1984--merely fifteen years later--ROLM was a Fortune 500 company with worldwide offices and a park-like campus. That same year, IBM bought the company in the biggest deal Silicon Valley had ever seen. By then, Silicon Valley was the world's center of innovation, with a hallmark culture very different from the rest of corporate America. ROLM set the benchmark for that culture by providing significant financial rewards for smart, successful work, and an environment where employees could unwind--swimming laps, playing tennis, or dining brookside. ROLM's influence extends today, in campuses like those of Google and Cisco, where onsite masseuses and sushi chefs are commonplace. Starting Up Silicon Valley reveals \* leadership's challenges, doubts, and convictions, from start-up to buyout and beyond; \* how ROLM's technological innovations disrupted two industries; \* why ROLM was known as a Great Place to Work (GPW) and how that style can influence today's workplace; \* the dirty tricks that giant AT&T undertook to smash competition that threatened its domain; and \* the hopes and frustrations of an IBM merger, from both sides of the story. Humorous anecdotes and the wisdom of some of Silicon Valley's most respected leaders make Starting Up Silicon Valley an intimate story of one of the Valley's most important and culturally influential companies.

**Average Joe** Mar 13 2021 The book covers numerous tech entrepreneurial founders and software developers, and the exciting brands or products that they created. It goes deep on a handful of them, narrowly divulging exactly how a few software developers and startup founders created breakthrough tech products like Gmail, Dropbox, Ring, Snapchat, Bitcoin, Groupon, and more. It highlights and unpacks the general hero-worship that the media and our own minds practice about tech founders and tech entrepreneurs. This idealization of tech success can create a paradox, preventing average tech professionals from their own successful journeys. This book provides hard evidence that anyone in tech can create, and anyone on the peripheral of tech can break through to the center where innovation, creativity, and opportunity meet. The anecdotes, stories, evidence, facts, arguments, logic, principles, and techniques provided in this book have helped individuals and businesses engage in slow creation cycles, improve the morale of their development teams, and increased their delivery potential of their technology solutions overall. Average Joe covers: Genius - The systematic deconstruction and debunking of the commonly held assumptions in the tech industry around supreme intelligence, and how that intelligence has been worshipped and sought after, despite the facts. Slow Creation - How to force-manufacture creative ideation. How conscious and subconscious cycles of patterns, details, and secrets can lead to breakthrough innovations, and how those P.D.S. cycles, and systematic mental grappling, can be conjured and repeated on a regular basis. Little-C Creativity - The conscious and miniature moments of epiphany that leak into our active P.D.S. cycles of Slow Creation. Flow - Why it's great, but also - why it's completely unreliable and unnecessary. How to perpetually innovate without relying on a flow state. Team Installation - How teams and companies can engage their employees in Slow Creation to unlock dormant ideas, stir up creative endeavors, and jumpstart fragile ideas into working products. User Manipulation - How tech products are super-charged with tricks, secret techniques, and neural transmitters like Dopamine, Oxytocin, and Cortisol; how those products leverage cognitive mechanisms and psychological techniques to force user adoption and user behaviors. Contrarianism - How oppositional and backward-thinking leaders create brand-new categories and the products which dominate those categories. Showmanship - How tech players have presented their ideas to the world, conjured up magic, manufactured mystique, and presented compelling stories that have captured their audiences. Sustainable Mystique Triad - A simple model for capturing audiences consistently without relying on hype and hustle.

Silicon Valley Fever Aug 06 2020 Looks at the high-tech culture of California's Silicon Valley and examines the organizational networks which have made recent remarkable technical innovations possible

**Secrets of Silicon Valley** Jan 29 2020 Offers Silicon Valley as a productive example of entrepreneurship and innovation, noting how the region has demonstrated continued growth and investor interest in spite of economic setbacks elsewhere in the world.

*The Prince of Silicon Valley* Mar 01 2020 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.

**Inside Silicon Valley** Jul 05 2020 Inside Silicon Valley is a must read for entrepreneurs wishing to raise venture capital and anyone with a fascination for the inner workings of Silicon Valley, the epicentre of the dot com world of venture capital. The book relates 'fly on the wall stories' from venture capital investment presentations made by entrepreneurs who have successfully raised hundreds of millions of dollars. You will learn the craft of creating an investment pitch deck, how to pitch your business idea and how valuations are determined. The book also gives insights into the entrepreneurial culture of Silicon Valley and how venture capitalists evaluate start up companies, written by someone who has been both a successful entrepreneur and is now a partner in a venture capital firm.

**A History of Silicon Valley** Sep 06 2020 This book is the first history of Silicon Valley from 1900 to 2013. It is a comprehensive study of the greatest creation of wealth in the history of the planet. It gives a chronological narrative covering a century of innovation and entrepreneurship, from the establishment of Stanford University to the age of Google and Facebook. A group of case studies describes innovations and narratives about radio, the US defense industry, HP, microchips, Fairchild Semiconductor and Intel, venture capital, Xerox PARC, software, Apple Computer, and the internet. Silicon Valley did not happen in a vacuum: this book also explores the surrounding social and cultural environment of the Bay Area.

**Beyond Silicon Valley** Jun 23 2019 In Beyond Silicon Valley: How One Online Course Helped Support Global Entrepreneurs, Professor Michael Goldberg takes readers on a global entrepreneurial adventure. He tells the stories of students who took his groundbreaking and hugely popular Beyond Silicon Valley massive open online course (MOOC), the most translated in Coursera history. To date, over 135,000 people have registered for Beyond Silicon Valley, and in this book, readers will meet nearly 20 students who started and grew their businesses, mentored other entrepreneurs, became innovation consultants, grew their entrepreneurial advocacy organizations, and more. These entrepreneurs live and work in transitioning economies throughout Europe, the Middle East, Asia, Africa, and the Americas. Goldberg also poignantly connects these startup struggles and successes to his hometown of Cleveland, Ohio, a region that is making a transition of its own. Join Goldberg as he inspires--and finds inspiration from--innovators and entrepreneurial supporters everywhere.

**Silicon Valley, Women, and the California Dream** Dec 30 2019 What accounts for the growing income inequalities in Silicon Valley, despite huge technological and economic strides? Why have the once-powerful labor unions declined in their influence? How are increasing waves of immigration and ethnic diversity changing the workplace in the Valley? Silicon Valley, Women, and the California Dream examines these questions from a fresh perspective: that provided by the history of women in Silicon Valley in the twentieth century. Silicon Valley is internationally renowned. It is less well known, however, that the Valley once contained the world's largest concentration of fruit-processing plants, set in a sea of fruit orchards. Despite the many differences between the fruit and electronics industries, one important thread connects them: the production workers have been preponderantly immigrant women. (In the early part of the twentieth century, the newcomers came primarily from southern Europe; in the latter part of the century, they came mostly from Asia and Latin America, especially Mexico.) The author examines both industries, both work forces, and the changing nature of the local power structure. Although she documents the many sources of vitality and ferment that have undergirded the region's economic might, she also demonstrates that its wealth has not been equally distributed.

**Higher Education and Silicon Valley** Oct 08 2020 It focuses on the ways in which various types of colleges have endeavored—and often failed—to meet the demands of a vibrant economy and concludes with a discussion of current policy recommendations, suggestions for improvements and reforms at the state level, and a proposal to develop a regional body to better align educational and economic development.

**A Journey to Silicon Valley and Beyond** Dec 10 2020 "A Journey to Silicon Valley and Beyond" Journey to Silicon Valley and Beyond" is a children's picture book that is appealing to kids and adults alike. Have you just moved to the Valley from far away and want to explore your new surroundings, history and mindset, or have you lived here for a long time and want to look at it from a different perspective? This children's picture book is a charming go-to reference. Complex enough to give you a good insight. Simple enough to make it appealing to kids and a quick read for adults. Plus, the website gives you opportunity to dig further into the topic areas of the book. "A Journey to Silicon Valley and Beyond" Journey to Silicon Valley and Beyond" gives you an overview of Silicon Valley's history from the times of Native Americans till today in a beautiful fold-out timeline. Two witty, curious and lovable child characters guide through the story and want to find today's real places that relate to anything when they open their computers. This journey brings them to various places and companies in Silicon Valley. Most of all, the two characters discover what lies behind bringing great ideas to life. They discover character traits of the Silicon Valley Mindset. These character traits and core skills lay the foundation of today's education. Success and happiness are not made directly, they are a by-product or result of passion, purpose, perseverance. Imagination, creativity and believing in one's dream are just a few of the essential ingredients for your Journey to Silicon Valley and Beyond.

**Troublemakers** Apr 01 2020 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.

**Startup** Jul 29 2022 Kaplan, a well-known figure in the computer industry, founded GO Corporation in 1987, and for several years it was one of the hottest new ventures in the Valley. Startup tells the story of Kaplan's wild ride: how he assembled a brilliant but fractious team of engineers, software designers, and investors; pioneered the emerging market for hand-held computers operated with a pen instead of a keyboard; and careened from crisis to crisis without ever losing his passion for a revolutionary idea. Along the way, Kaplan vividly recreates his encounters with eccentric employees, risk-addicted venture capitalists, and industry giants such as Bill Gates, John Sculley, and Mitchell Kapor. And no one - including Kaplan himself - is spared his sharp wit and observant eye.

**Sophia of Silicon Valley** Jan 23 2022 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.

**Brotopia** May 03 2020 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.

**The Silicon Valley Edge** May 15 2021 Looks at Silicon Valley's business environment, and what features have made it a fertile ground for start-up companies who develop radical and disruptive technologies.

**The Psychology of Silicon Valley** Aug 30 2022 Misinformation. Job displacement. Information overload. Economic inequality. Digital addiction. The breakdown of democracy, civility, and truth itself. This open access book explores the conscious and unconscious norms, values, and characteristics that drive behaviors within the high-tech capital of the world, Silicon Valley, and the sector it represents. In an era where the reach and influence of a single industry has the potential to define the future of our world, it has become apparent just how little we know about the organizations driving these changes. The Psychology of Silicon Valley offers a revealing look inside the mind of world’s most influential industry and how the identity, culture, myths, and motivations of Big Tech are harming society. The book argues that the bad values and lack of emotional intelligence borne in the vacuum of Silicon Valley will have lasting consequences on everything from social equality to the future of work to our collective mental health. Katy Cook expertly walks us through the psychological landscape of Silicon Valley, including its leadership, ethical, and cultural problems, and artfully explains why we cannot afford to ignore the psychology and values that are behind our technology any longer.

**Understanding Silicon Valley** Apr 25 2022 This text explores the factors that have made Silicon Valley such a fertile breeding ground for new technologies and new firms. It looks at how its pioneering achievements begana?nd the forces that have propelled its unprecedented growth.

**Sunnyvale** Oct 20 2021 In Sunnyvale, California, in 1979, Jeff Goodell's family lived quietly on Meadowlark Lane, unaware that their town was soon to become ground zero in the digital revolution. Over the course of the next decade, as Silicon Valley

boomed, the Goodell family unraveled. Splintered by their parent's divorce, Jeff and his siblings careen toward self-destruction, while their parents end up on opposite sides of the technological divide: their mother succeeds beyond her wildest dreams at "a small company with a dopey rainbow-colored logo," called Apple, while their father refuses to keep up with the times and loses his landscaping business. Affecting and personal, Sunnyvale is a portrait of one family's fate in a brutally Darwinian world. It is also a thoughtful examination of what has happened to the American family in the face of the technological revolution.

Silicon Valley Oct 27 2019

**U is for Unicorn** Jun 03 2020 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.

**Decoding Silicon Valley** Jun 15 2021 Decoding Silicon: The Insider's Guide decodes the mystique of Silicon Valley, including the more subtle aspects that are hidden in plain sight. Learn about Silicon Valley best practices for growing and scaling companies, the Valley's unique vantage point for evaluating startups, and what rules can and should be broken in the course of building a global business. Included are interviews with more than two dozen Silicon Valley insiders, including entrepreneurs, service professionals, and venture capitalists: Ann Winblad of Hummer Winblad, Dave McClure of 500 Startups, Joe Kennedy of Pandora, and Phil Libin of Evernote. The interviews provide colorful stories, surprising anecdotes, and telling insights about what really happens in Silicon Valley.

Making Silicon Valley Apr 13 2021 In Making Silicon Valley, Christophe Lécuyer shows that the explosive growth of the personal computer industry in Silicon Valley was the culmination of decades of growth and innovation in the San Francisco-area electronics industry. Using the tools of science and technology studies, he explores the formation of Silicon Valley as an industrial district, from its beginnings as the home of a few radio enterprises that operated in the shadow of RCA and other East Coast firms through its establishment as a center of the electronics industry and a leading producer of power grid tubes, microwave tubes, and semiconductors. He traces the emergence of the innovative practices that made this growth possible by following key groups of engineers and entrepreneurs. He examines the forces outside Silicon Valley that shaped the industry—in particular the effect of military patronage and procurement on the growth of the industry and on the development of technologies—and considers the influence of Stanford University and other local institutions of higher learning. Lécuyer argues that Silicon Valley's emergence and its growth were made possible by the development of unique competencies in manufacturing, in product engineering, and in management. Entrepreneurs learned to integrate invention, design, manufacturing, and sales logistics, and they developed incentives to attract and retain a skilled and motivated workforce. The largest Silicon Valley firms—including Eitel-McCullough (Eimac), Litton Industries, Varian Associates, Fairchild Semiconductor, and Intel—dominated the American markets for advanced tubes and semiconductors and, because of their innovations in manufacturing, design, and management, served as models and incubators for other electronics ventures in the area.