

# Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

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The Chip T.R. Reid 2007-12-18 Barely fifty years ago a computer was a gargantuan, vastly expensive thing that only a handful of scientists had ever seen. The world's brightest engineers were stymied in their quest to make these machines small and affordable until the solution finally came from two ingenious young Americans. Jack Kilby and Robert Noyce hit upon the stunning discovery that would make possible the silicon microchip, a work that would ultimately earn Kilby the Nobel Prize for physics in 2000. In this completely revised and updated edition of The Chip, T.R. Reid tells the gripping adventure story of their invention and of its growth into a global information industry. This is the story of how the digital age began.

The Universal Machine Ian Watson 2012-05-17 The computer unlike other inventions is universal; you can use a

computer for many tasks: writing, composing music, designing buildings, creating movies, inhabiting virtual worlds, communicating... This popular science history isn't just about technology but introduces the pioneers: Babbage, Turing, Apple's Wozniak and Jobs, Bill Gates, Tim Berners-Lee, Mark Zuckerberg. This story is about people and the changes computers have caused. In the future ubiquitous computing, AI, quantum and molecular computing could even make us immortal. The computer has been a radical invention. In less than a single human life computers are transforming economies and societies like no human invention before.

Fumbling the Future Douglas K. Smith 1999-06-01 Ask consumers and users what names they associate with the multibillion dollar personal computer market, and they will answer IBM, Apple, Tandy, or Lotus. The more knowledgeable of them will add the likes of Microsoft, Ashton-Tate, Compaq, and Borland. But no one will say Xerox. Fifteen years after it invented personal computing, Xerox still means "copy." Fumbling the Future tells how one of America's leading corporations invented the technology for one of the fastest-growing products of recent times, then miscalculated and mishandled the opportunity to fully exploit it. It is a classic story of how innovation can fare within large corporate structures, the real-life odyssey of what can happen to an idea as it travels from inspiration to implementation. More than anything, Fumbling the Future is a tale of human beings whose talents, hopes, fears, habits, and prejudices determine the fate of our largest organizations and of our best ideas. In an era in which technological creativity and economic change are so critical to the competitiveness of the American economy, Fumbling the Future is a parable for our times.

Copies in Seconds David Owen 2008-06-30 The first plain-paper office copier -- which was introduced in 1960 and has been called the most successful product ever marketed in America -- is unusual among major high-technology inventions in that its central process was conceived by a single person. David Owen's fascinating narrative tells the story of the machine nobody thought we needed but now we can't live without. Chester Carlson grew up in unspeakable poverty, worked his way through junior college and the California Institute of Technology, and made his discovery in solitude in the depths of the Great Depression. He offered his big idea to two dozen major corporations -- among them IBM, RCA, and General Electric -- all of which turned him down. So persistent was this failure of capitalist vision that by the time the Xerox 914 was manufactured by an obscure photographic-supply company in Rochester, New York, Carlson's original patent had expired. Xerography was so unusual and nonintuitive that it conceivably could have been overlooked entirely. Scientists who visited the drafty warehouses

where the first machines were built sometimes doubted that Carlson's invention was even theoretically feasible. Drawing on interviews, Xerox company archives, and the private papers of the Carlson family, David Owen has woven together a fascinating and instructive story about persistence, courage, and technological innovation -- a story that has never before been fully told.

Drawing for Designers Alan Pipes 2007-08-09 There is a dearth of books covering drawing and product design. Drawing for Designers fills this gap, offering a comprehensive guide to drawing for product/ industrial designers and students. As well as industrial product design, the book encompasses automotive design and the design of other 3D artefacts such as jewelry and furniture. Covering both manual and computer drawing methods, the book follows the design process: from initial concept sketches; through presentation drawings and visualizations; general arrangement and detail drafting; to fully dimensioned production drawings; and beyond to technical illustrations and exploded/assembly diagrams used for publicity and instructing the end user in the product's assembly, operation, and maintenance. Case study spreads featuring famous designer products shown both as drawn concepts and the finished object are interspersed with the chapters. There are also several 'how-to-do-it' step-by-step sequences.

Dealers of Lightning Michael Hiltzik 1999-04-01 The story of the legendary Xerox PARC -- where eccentric young inventors were brought together by Xerox Corp. at a facility in Palo Alto, CA, during the 1970s and 1980s. This extraordinary group brought about a technological revolution that would change the world. Takes the reader on a journey from PARC's beginnings at the edge of Stanford Univ. to its triumph as a hothouse of ideas that spawned not only the first personal computer, but the windows-style graphical user interface, the laser printer, the indispensable technology of the Internet, and more. Details the frustration of the original PARC scientists, many of whom would go on to build their fortunes upon the very ideas Xerox discarded.

Infinite Loop Michael Shawn Malone 1999 Reveals the behind-the-scenes story of the downfall of Apple Computer, a tale of incredible technological inventiveness undercut by corporate ineptitude and internal competition featuring a bruising portrait of the company's co-founder, Steve Jobs.

Androids Chet Haase 2021-08-13 In 2004, Android was two people who wanted to build camera software. But they couldn't get investors interested. Today, Android is a large team at Google, shipping an operating system (including camera software) to over three billion devices worldwide. This is the inside story, told by the people who made it happen. "What are the essential ingredients that lead a small team to build software at the sheer scale and impact

of Android? We may never fully know, but this first person account is probably the closest set of clues we have.”

–Dave Burke, VP of Android Engineering “Androids captures a strong picture of what the early development of Android, as well as the Android team, was like.” –Dianne Hackborn, Android Framework Engineer “Androids is the engaging tale of a motley group of coders with a passion to make insanely great products who banged out the operating system when that idea seemed nuts. True to his geek genes, Chet Haase tells this remarkable tale of technical and business success from the trenches, an inspiring, massive collective effort of dozens of programmers who flipped their seemingly late timing to their advantage, and presaged a generation of platform builders. Read Androids to discover what it takes to create a hot tech team that shipped a product running today on more than 3 billion devices.” –Jonathan Littman, co-author of *The Entrepreneurs Faces: How Makers, Visionaries and Outsiders Succeed*, and author of *The Fugitive Game* All profits from the book will be donated to charity.

Hackers Steven Levy 2010-05-19 This 25th anniversary edition of Steven Levy's classic book traces the exploits of the computer revolution's original hackers -- those brilliant and eccentric nerds from the late 1950s through the early '80s who took risks, bent the rules, and pushed the world in a radical new direction. With updated material from noteworthy hackers such as Bill Gates, Mark Zuckerberg, Richard Stallman, and Steve Wozniak, Hackers is a fascinating story that begins in early computer research labs and leads to the first home computers. Levy profiles the imaginative brainiacs who found clever and unorthodox solutions to computer engineering problems. They had a shared sense of values, known as "the hacker ethic," that still thrives today. Hackers captures a seminal period in recent history when underground activities blazed a trail for today's digital world, from MIT students finagling access to clunky computer-card machines to the DIY culture that spawned the Altair and the Apple II.

Dreaming in Code Scott Rosenberg 2008 A noted journalist chronicles three years in the lives of a team of maverick software developers, led by Lotus 1-2-3 creator Mitch Kapor, intent on creating a revolutionary personal information manager to challenge Microsoft Outlook. Reprint. 30,000 first printing.

The Dream Machine M. Mitchell Waldrop 2018-09-25 At a time when computers were a short step removed from mechanical data processors, Licklider was writing treatises on "human-computer symbiosis," "computers as communication devices," and a now not-so-unfamiliar "Intergalactic Network." His ideas became so influential, his passion so contagious, that Waldrop coined him "computing's Johnny Appleseed." In a simultaneously compelling personal narrative and comprehensive historical exposition, Waldrop tells the story of the man who not only

instigated the work that led to the internet, but also shifted our understanding of what computers were and could be.

My Years With General Motors Alfred P Sloan 2015-01-16 Alfred P. Sloan, Jr. led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce. Sloan's business biography, My Years With General Motors, was an instant best seller when it was first published in 1964 and is still considered indispensable reading by modern business giants.

Dreadful Sorry Kathryn Reiss 2004-05-01 Seventeen-year-old Molly's recurrent nightmares become waking visions after she nearly drowns at a party. Soon she's witnessing events through the eyes of a girl who lived in her father's house nearly a century before.

How the Body Shapes the Way We Think Rolf Pfeifer 2006-10-27 An exploration of embodied intelligence and its implications points toward a theory of intelligence in general; with case studies of intelligent systems in ubiquitous computing, business and management, human memory, and robotics. How could the body influence our thinking when it seems obvious that the brain controls the body? In How the Body Shapes the Way We Think, Rolf Pfeifer and Josh Bongard demonstrate that thought is not independent of the body but is tightly constrained, and at the same time enabled, by it. They argue that the kinds of thoughts we are capable of have their foundation in our embodiment—in our morphology and the material properties of our bodies. This crucial notion of embodiment underlies fundamental changes in the field of artificial intelligence over the past two decades, and Pfeifer and Bongard use the basic methodology of artificial intelligence—"understanding by building"—to describe their insights. If we understand how to design and build intelligent systems, they reason, we will better understand intelligence in general. In accessible, nontechnical language, and using many examples, they introduce the basic concepts by building on recent developments in robotics, biology, neuroscience, and psychology to outline a possible theory of intelligence. They illustrate applications of such a theory in ubiquitous computing, business and management, and the psychology of human memory. Embodied intelligence, as described by Pfeifer and Bongard, has important implications for our understanding of both natural and artificial intelligence.

The Plot Against Social Security Michael A. Hiltzik 2009-10-13 Relentless and ominous, the drumbeat echoes across the land: Social Security is on the verge of bankruptcy. These repeated warnings have become a dismal article of faith for the millions of Americans who pay Social Security taxes and expect to collect benefits someday.

But they are flatly untrue. Social Security today is on a stronger financial footing than it has been for decades. The Plot Against Social Security will explain who is really behind the efforts to “reform” this system and will show that the most frequently proposed fix—increased privatization—will damage it beyond repair by undermining retirement security for generations to come. Award-winning journalist Michael Hiltzik also offers a clear set of remedies for those few elements of Social Security that do need repair—proposals that will shore up the most efficient social insurance program in America’s history, rather than destroying it in the name of reform.

Programmers at Work Susan M. Lammers 2006

Frontiers of Human-Centered Computing, Online Communities and Virtual Environments Rae Earnshaw 2012-12-06 Rae Earnshaw and John A. Vince --\_. . \_----- 1 Introduction The US President's Information Technology Advisory Committee (PITAC) recently advised the US Senate of the strategic importance of investing in IT for the 21st century, particularly in the areas of software, human-computer interaction, scalable information infrastructure, high-end computing and socioeconomic issues [1]. Research frontiers of human-computer interaction include the desire that interaction be more centered around human needs and capabilities, and that the human environment be considered in virtual environments and in other contextual information-processing activities. The overall goal is to make users more effective in their information or communication tasks by reducing learning times, speeding performance, lowering error rates, facilitating retention and increasing subjective satisfaction. Improved designs can dramatically increase effectiveness for users, who range from novices to experts and who have diverse cultures with varying educational backgrounds. Their lives could be made more satisfying, their work safer, their learning easier and their health better.

Colossus Michael Hiltzik 2010-06-01 As breathtaking today as the day it was completed, Hoover Dam not only shaped the American West but helped launch the American century. In the depths of the Great Depression it became a symbol of American resilience and ingenuity in the face of crisis, putting thousands of men to work in a remote desert canyon and bringing unruly nature to heel. Pulitzer Prize-winning writer Michael Hiltzik uses the saga of the dam’s conception, design, and construction to tell the broader story of America’s efforts to come to grips with titanic social, economic, and natural forces. For embodied in the dam’s striking machine-age form is the fundamental transformation the Depression wrought in the nation’s very culture—the shift from the concept of rugged individualism rooted in the frontier days of the nineteenth century to the principle of shared enterprise and

communal support that would build the America we know today. In the process, the unprecedented effort to corral the raging Colorado River evolved from a regional construction project launched by a Republican president into the New Deal's outstanding—and enduring—symbol of national pride. Yet the story of Hoover Dam has a darker side. Its construction was a gargantuan engineering feat achieved at great human cost, its progress marred by the abuse of a desperate labor force. The water and power it made available spurred the development of such great western metropolises as Los Angeles, Phoenix, Denver, Las Vegas, Salt Lake City, and San Diego, but the vision of unlimited growth held dear by its designers and builders is fast turning into a mirage. In Hiltzik's hands, the players in this epic historical tale spring vividly to life: President Theodore Roosevelt, who conceived the project; William Mulholland, Southern California's great builder of water works, who urged the dam upon a reluctant Congress; Herbert Hoover, who gave the dam his name though he initially opposed its construction; Frank Crowe, the dam's renowned master builder, who pushed his men mercilessly to raise the beautiful concrete rampart in an inhospitable desert gorge. Finally there is Franklin Roosevelt, who presided over the ultimate completion of the project and claimed the credit for it. Hiltzik combines exhaustive research, trenchant observation, and unforgettable storytelling to shed new light on a major turning point of twentieth-century history.

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

Visionary Creativity John Lobell 2015-05-12 "In this ... book you will enter the worlds of modern art, current movies and television dramas, new technologies, and cutting edge science. You will see familiar figures examined in surprising ways: musicians, including Mozart, Stravinsky, and the Beatles; artists, including Van Gogh, Picasso, and Warhol; writers, including Twain, Joyce, and Rowling; scientists, including Darwin, Einstein and Wolfram; and business leaders, including Jobs, Zuckerberg, and Karp." -- Page [4] of cover.

Dealers of Lightning Michael A. Hiltzik 2009-05-19 In the bestselling tradition of *The Soul of a New Machine*, *Dealers of Lightning* is a fascinating journey of intellectual creation. In the 1970s and '80s, Xerox Corporation brought together a brain-trust of engineering geniuses, a group of computer eccentrics dubbed PARC. This brilliant group created several monumental innovations that triggered a technological revolution, including the first personal computer, the laser printer, and the graphical interface (one of the main precursors of the Internet), only to see these breakthroughs rejected by the corporation. Yet, instead of giving up, these determined inventors turned their

ideas into empires that radically altered contemporary life and changed the world. Based on extensive interviews with the scientists, engineers, administrators, and executives who lived the story, this riveting chronicle details PARC's humble beginnings through its triumph as a hothouse for ideas, and shows why Xerox was never able to grasp, and ultimately exploit, the cutting-edge innovations PARC delivered. Dealers of Lightning offers an unprecedented look at the ideas, the inventions, and the individuals that propelled Xerox PARC to the frontier of technohistory--and the corporate machinations that almost prevented it from achieving greatness.

Makers of the Microchip Christophe Lecuyer 2010-09-03 The first years of the company that developed the microchip and created the model for a successful Silicon Valley start-up. In the first three and a half years of its existence, Fairchild Semiconductor developed, produced, and marketed the device that would become the fundamental building block of the digital world: the microchip. Founded in 1957 by eight former employees of the Shockley Semiconductor Laboratory, Fairchild created the model for a successful Silicon Valley start-up: intense activity with a common goal, close collaboration, and a quick path to the market (Fairchild's first device hit the market just ten months after the company's founding). Fairchild Semiconductor was one of the first companies financed by venture capital, and its success inspired the establishment of venture capital firms in the San Francisco Bay area. These firms would finance the explosive growth of Silicon Valley over the next several decades. This history of the early years of Fairchild Semiconductor examines the technological, business, and social dynamics behind its innovative products. The centerpiece of the book is a collection of documents, reproduced in facsimile, including the company's first prospectus; ideas, sketches, and plans for the company's products; and a notebook kept by cofounder Jay Last that records problems, schedules, and tasks discussed at weekly meetings. A historical overview, interpretive essays, and an introduction to semiconductor technology in the period accompany these primary documents.

Dark Sun Richard Rhodes 2012-09-18 Here, for the first time, in a brilliant, panoramic portrait by the Pulitzer Prize-winning author of *The Making of the Atomic Bomb*, is the definitive, often shocking story of the politics and the science behind the development of the hydrogen bomb and the birth of the Cold War. Based on secret files in the United States and the former Soviet Union, this monumental work of history discloses how and why the United States decided to create the bomb that would dominate world politics for more than forty years.

The Idea Factory Jon Gertner 2013-02-26 The definitive history of America's greatest incubator of innovation and

the birthplace of some of the 20th century's most influential technologies “Filled with colorful characters and inspiring lessons . . . The Idea Factory explores one of the most critical issues of our time: What causes innovation?” —Walter Isaacson, The New York Times Book Review “Compelling . . . Gertner's book offers fascinating evidence for those seeking to understand how a society should best invest its research resources.” —The Wall Street Journal From its beginnings in the 1920s until its demise in the 1980s, Bell Labs-officially, the research and development wing of AT&T-was the biggest, and arguably the best, laboratory for new ideas in the world. From the transistor to the laser, from digital communications to cellular telephony, it's hard to find an aspect of modern life that hasn't been touched by Bell Labs. In *The Idea Factory*, Jon Gertner traces the origins of some of the twentieth century's most important inventions and delivers a riveting and heretofore untold chapter of American history. At its heart this is a story about the life and work of a small group of brilliant and eccentric men-Mervin Kelly, Bill Shockley, Claude Shannon, John Pierce, and Bill Baker-who spent their careers at Bell Labs. Today, when the drive to invent has become a mantra, Bell Labs offers us a way to enrich our understanding of the challenges and solutions to technological innovation. Here, after all, was where the foundational ideas on the management of innovation were born.

*Dealers of Lightning* Michael A. Hiltzik 2000-04-05 In the bestselling tradition of *The Soul of a New Machine*, *Dealers of Lightning* is a fascinating journey of intellectual creation. In the 1970s and '80s, Xerox Corporation brought together a brain-trust of engineering geniuses, a group of computer eccentrics dubbed PARC. This brilliant group created several monumental innovations that triggered a technological revolution, including the first personal computer, the laser printer, and the graphical interface (one of the main precursors of the Internet), only to see these breakthroughs rejected by the corporation. Yet, instead of giving up, these determined inventors turned their ideas into empires that radically altered contemporary life and changed the world. Based on extensive interviews with the scientists, engineers, administrators, and executives who lived the story, this riveting chronicle details PARC's humble beginnings through its triumph as a hothouse for ideas, and shows why Xerox was never able to grasp, and ultimately exploit, the cutting-edge innovations PARC delivered. *Dealers of Lightning* offers an unprecedented look at the ideas, the inventions, and the individuals that propelled Xerox PARC to the frontier of technohistory--and the corporate machinations that almost prevented it from achieving greatness.

*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.

Valley of Genius Adam Fisher 2018-07-10 "This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 New York Times bestselling author of *The Nudist on the Late Shift* and *Nurtureshock* A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by

planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius... Drawing on over two hundred in-depth interviews, Valley of Genius takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

**Idea Man Paul Allen** 2011-04-19 By his early thirties, Paul Allen was a world-famous billionaire-and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor-combined with the resources to launch and support new initiatives-have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this classic memoir, Allen explains how he has solved problems, what he's learned from his many endeavors-both the triumphs and the failures-and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.

**When Computing Got Personal** Matt Nicholson 2014 This is the story of how a handful of geeks and mavericks dragged the computer out of corporate back rooms and laboratories and into our living rooms and offices. It is a tale not only of extraordinary innovation and vision but also of cunning business deals, boardroom tantrums and acrimonious lawsuits. Matt Nicholson has been a computer journalist since 1983 and has edited a number of popular newsstand magazines, including PC Plus and What Micro.

**Making Silicon Valley** Christophe Lécuyer 2006 A history of the innovative practices in the San Francisco-area electronics industry that paved the way for the rise of the computer industry in Silicon Valley.

**CrazyBusy** Edward M. Hallowell, M.D. 2007-12-18 Are you too busy? Are you always running behind? Is your calendar loaded with more than you can possibly accomplish? Is it driving you crazy? You're not alone.

CrazyBusy—the modern phenomenon of brain overload—is a national epidemic. Without intending it or understanding

how it happened, we've plunged ourselves into a mad rush of activity, expecting our brains to keep track of more than they comfortably or effectively can. In fact, as Attention Deficit Disorder expert and bestselling author Edward M. Hallowell, M.D., argues in this groundbreaking new book, this brain overload has reached the point where our entire society is suffering from culturally induced ADD. CrazyBusy is not just a by-product of high-speed, globalized modern life—it has become its defining feature. BlackBerry, cell phones, and e-mail 24/7. Longer work days, escalating demands, and higher expectations at home. It all adds up to a state of constant frenzy that is sapping us of creativity, humanity, mental well-being, and the ability to focus on what truly matters. But as Dr. Hallowell argues, being crazybusy can also be an opportunity. Just as ADD can, if properly managed, become a source of ingenuity and inspiration, so the impulse to be busy can be turned to our advantage once we get in touch with our needs and take charge of how we really want to spend our time. Through quick exercises (perfect for busy people), focused advice on everything from lifestyle to time management, and examples chosen from his extensive clinical experience, Hallowell goes step-by-step through the process of unsnarling frantic lives. With CrazyBusy, we can teach ourselves to move from the F-state—frenzied, flailing, fearful, forgetful, furious—to the C-state—cool, calm, clear, consistent, curious, courteous. Dr. Hallowell has helped more than a million readers free themselves of the distractions and compulsions of ADD. Now in CrazyBusy, he offers the same sound, sane, and accessible guidance for anyone suffering from the harried pace of modern life. If you find yourself pulled into a million different directions, here at last is the opportunity to stop being busy, start being happy, and still get things done.

The Soul of A New Machine Tracy Kidder 2011-08-23 Pulitzer Prize winner Tracy Kidder memorably records the drama, comedy, and excitement of one company's efforts to bring a new microcomputer to market. Computers have changed since 1981, when *The Soul of a New Machine* first examined the culture of the computer revolution. What has not changed is the feverish pace of the high-tech industry, the go-for-broke approach to business that has caused so many computer companies to win big (or go belly up), and the cult of pursuing mind-bending technological innovations. *The Soul of a New Machine* is an essential chapter in the history of the machine that revolutionized the world in the twentieth century.

Introduction to VLSI Systems Carver Mead 1978

Revolution in The Valley Andy Hertzfeld 2005 Describes the development of the Apple Macintosh through a variety

of anecdotes, photographs, and sketches.

**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, 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.

**Apple** Jim Carlton 1998-10-21 Apple Computer was once a shining example of the American success story. Having launched the personal computer revolution in 1977 with the first all-purpose desktop PC, Apple became the darling of the national business press and Wall Street. Yet by 1995, the company's change-the-world idealism had all but disappeared in a bitter internal struggle between warring camps. Raging internal mistakes, petty infighting, and gross mismanagement became Apple's hallmark, and today the company clings to a mere 3.7 percent share of the market it helped to create. *Apple* is the spellbinding account of what really went on behind closed doors, revealing the forces that dismantled this once great icon of American business.

**The New Deal** Michael Hiltzik 2011-09-13 New York Times best-selling author and Pulitzer Prize-winning journalist Michael Hiltzik tells the epic story of the New Deal through the outsized personalities of the people who fought for it,

opposed it and benefited from it, including FDR, Herbert Hoover, General Hugh Johnson and Harry Hopkins.

The Ice at the End of the World Jon Gertner 2020-07-14 A riveting, urgent account of the explorers and scientists racing to understand the rapidly melting ice sheet in Greenland, a dramatic harbinger of climate change “Jon Gertner takes readers to spots few journalists or even explorers have visited. The result is a gripping and important book.”—Elizabeth Kolbert, Pulitzer Prize–winning author of *The Sixth Extinction* NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Washington Post • The Christian Science Monitor • Library Journal Greenland: a remote, mysterious island five times the size of California but with a population of just 56,000. The ice sheet that covers it is 700 miles wide and 1,500 miles long, and is composed of nearly three quadrillion tons of ice. For the last 150 years, explorers and scientists have sought to understand Greenland—at first hoping that it would serve as a gateway to the North Pole, and later coming to realize that it contained essential information about our climate. Locked within this vast and frozen white desert are some of the most profound secrets about our planet and its future. Greenland’s ice doesn’t just tell us where we’ve been. More urgently, it tells us where we’re headed. In *The Ice at the End of the World*, Jon Gertner explains how Greenland has evolved from one of earth’s last frontiers to its largest scientific laboratory. The history of Greenland’s ice begins with the explorers who arrived here at the turn of the twentieth century—first on foot, then on skis, then on crude, motorized sleds—and embarked on grueling expeditions that took as long as a year and often ended in frostbitten tragedy. Their original goal was simple: to conquer Greenland’s seemingly infinite interior. Yet their efforts eventually gave way to scientists who built lonely encampments out on the ice and began drilling—one mile, two miles down. Their aim was to pull up ice cores that could reveal the deepest mysteries of earth’s past, going back hundreds of thousands of years. Today, scientists from all over the world are deploying every technological tool available to uncover the secrets of this frozen island before it’s too late. As Greenland’s ice melts and runs off into the sea, it not only threatens to affect hundreds of millions of people who live in coastal areas. It will also have drastic effects on ocean currents, weather systems, economies, and migration patterns. Gertner chronicles the unfathomable hardships, amazing discoveries, and scientific achievements of the Arctic’s explorers and researchers with a transporting, deeply intelligent style—and a keen sense of what this work means for the rest of us. The melting ice sheet in Greenland is, in a way, an analog for time. It contains the past. It reflects the present. It can also tell us how much time we might have left.

Where Wizards Stay Up Late Matthew Lyon 1999-08-19 Twenty five years ago, it didn't exist. Today, twenty million

people worldwide are surfing the Net. *Where Wizards Stay Up Late* is the exciting story of the pioneers responsible for creating the most talked about, most influential, and most far-reaching communications breakthrough since the invention of the telephone. In the 1960's, when computers were regarded as mere giant calculators, J.C.R. Licklider at MIT saw them as the ultimate communications devices. With Defense Department funds, he and a band of visionary computer whizzes began work on a nationwide, interlocking network of computers. Taking readers behind the scenes, *Where Wizards Stay Up Late* captures the hard work, genius, and happy accidents of their daring, stunningly successful venture.

The Feynman Processor Gerard J. Milburn 1998-09-09 Predicts that quantum computation will bypass conventional computers, and explains quantum entanglement, how quantum computers might work, and the possibility of teleportation