A History Of Silicon Valley The Greatest Creation Of Wealth In The History Of The Planet 2nd Edition

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.

This book is the first history of Silicon Valley from 1900 to the 2010s. It is a comprehensive study of the greatest creation of wealth in the history of the world, from the establishment of Stanford University to the age of social media. The underlying objective is to find the reason why it was Silicon Valley, and not some place on the East Coast or in Europe, that became the creative technological hub of the 21st century. Silicon Valley did not happen in a vacuum: the book also explores the surrounding social and cultural environment of the Bay Area. This "green" book follows the "red book" od 2012, which was the (sold out) first edition coauthored with Arun Rao, and the "blue book", which was Arun's proof-edited and expanded second edition of all chapters. The 600-page blue book is still available and contains both my old chapters and Arun's chapters. This 400-page green edition contains only my chapters (basically, the chronology) updated to 2014 and with many additions to early chapters and a new chapter on Asia.

The role of design in the formation of the Silicon Valley ecosystem of innovation. California's Silicon Valley is home to the greatest concentration of designers in the world: corporate design offices at flagship technology companies and volunteers at nonprofit NGOs; global design consultancies and boutique studios; research laboratories and academic design programs. Together they form the interconnected network that is Silicon Valley. Apple products are famously "Designed in California," but, as Barry Katz shows in this first-ever, extensively illustrated history, the role of design in Silicon Valley began decades before Steve Jobs and

Steve Wozniak dreamed up Apple in a garage. Offering a thoroughly original view of the subject, Katz tells how design helped transform Silicon Valley into the most powerful engine of innovation in the world. From Hewlett-Packard and Ampex in the 1950s to Google and Facebook today, design has provided the bridge between research and development, art and engineering, technical performance and human behavior. Katz traces the origins of all of the leading consultancies—including IDEO, frog, and Lunar—and shows the process by which some of the world's most influential companies came to place design at the center of their business strategies. At the same time, universities, foundations, and even governments have learned to apply "design thinking" to their missions. Drawing on unprecedented access to a vast array of primary sources and interviews with nearly every influential design leader—including Douglas Engelbart, Steve Jobs, and Don Norman—Katz reveals design to be the missing link in Silicon Valley's ecosystem of innovation.

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.

A Visual Guide

Missions, Miners, and Moviemakers in the Golden State, Includes 21 Activities

The Know-It-Alls

The Man Behind the Microchip

Silicon City: San Francisco in the Long Shadow of the Valley

Silicon Valley's Coming of Age

Make It New

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.

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.
"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.
Nestled at the south end of San Francisco Bay, there lies a fertile valley. Cradled by the ancient Diablo and Santa Cruz Mountain ranges, the region spans much of the Santa Clara Valley, curling north from Menlo Park into Palo Alto. At its eastern gateway lies Milpitas and in the south is the Evergreen

area, in the shadow of Mount Hamilton. The heart of the valley is San Jose. For many years, each spring, fruit trees produced flower blossoms as far as the eye could see. After World War II, veterans returned home, attended local engineering schools, and quickly became engaged in electronics and aeronautics development. The discovery of semiconductors and computer and Internet technologies radically altered the area, sped its momentum, and earned it its title--the Silicon Valley--now arguably the world's preeminent center for technological advances. Like the seismic waves that created the region, the valley's economic peaks and plunges have shaped the lives of its residents, but they continue to look to the future, developing new technologies to advance mankind.
Accidental Empires
Silicon Valley
The Psychology of Silicon Valley
The Largest Creation of Wealth in the History of the Planet : A Moral Tale
Silicon Valley and the Remaking of America
Reconceptualizing Development in the Global Information Age

The Devil in Silicon Valley

Media Innovation & Entrepreneurship is an open, collaboratively written and edited volume designed to fill the needs of a growing number of journalism and mass communications programs in the U.S. that are teaching media entrepreneurship, media innovation, and the business of journalism to undergraduate and graduate students. The rich story of the men and women who settled and built the Golden State is told in this engaging chronicle, from the first native inhabitants that arrived 9,000 years ago and the Spanish in the 1700s to the followers of the Gold Rush in 1848 and the Hollywood and Silicon Valley newcomers. They faced many struggles—including earthquakes, economic hardships, and the forced internment of Japanese citizens—yet they persevered. To get a better idea of the scope of California history and the lives of the state's residents, children will create a Chumash rock painting, play the Miwok game of Hoop and Pole, bake and eat hardtack like a gold miner, design a cattle brand, assemble an earthquake preparedness kit, and more. This valuable resource also includes a time line of significant events, a list of historic sites to visit or explore online, and Web resources for further study.
How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In INSPIRED, technology product management

thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology

product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.
Looks at the high technology industries of the Silicon Valley, arguing that it provides an illustration of environmental inequality and racism.
Hackers
Making Silicon Valley
How to Create Tech Products Customers Love
The Silicon Valley of Dreams
Secrets of Silicon Valley
The Uncensored History of Silicon Valley (As Told by the Hackers, Founders, and Freaks Who Made It Boom)

This book stands out as one of the most provocative insights into the impact of the Global Information Age on all dimensions of the human experience.
Also published in French as Visages de la Silicon Valley.
What is the magic formula for turning a place into a high-tech capital? How can a city or region become a high-tech powerhouse like Silicon Valley? For over half a century, through boom times and bust, business leaders and politicians have tried to become "the next Silicon Valley," but few have succeeded. This book examines why high-tech development became so economically important late in the twentieth century, and why its magic formula of people, jobs, capital, and institutions has been so difficult to

replicate. Margaret O'Mara shows that high-tech regions are not simply accidental market creations but "cities of knowledge"--planned communities of scientific production that were shaped and subsidized by the original venture capitalist, the Cold War defense complex. At the heart of the story is the American research university, an institution enriched by Cold War spending and actively engaged in economic development. The story of the city of knowledge broadens our understanding of postwar urban history and of the relationship between civil society and the state in late twentieth-century America. It leads us to further redefine the American suburb as being much more than formless "sprawl," and shows how it is in fact the ultimate post-industrial city. Understanding this history and geography is essential to planning for the future of the high-tech economy, and this book is must reading for anyone interested in building the next Silicon Valley.

A History of Silicon ValleyThe Greatest Creation of Wealth in the History of the Planet, 2nd EditionCreateSpace

The Anatomy of an Entrepreneurial Region

Understanding Silicon Valley

History of Silicon Valley

The Rise of Silicon Valley as a Political Powerhouse and Social Wrecking Ball

California History for Kids

Best Practices in State and Regional Innovation Initiatives

SILICON VALLEY the Way I Saw It

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.

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

LinkedIn, among many others. As a group, they have driven twenty-first-century innovation and entrepreneurship. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of where they first started has gone largely untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payments start-up called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was anything but certain. In The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal material, he shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the stories of countless individuals who were left out of the front-page features and banner headlines but who were central to PayPal's success. Described as "an intensely magnetic chronicle" (The New York Times) and "engrossing" (Business Insider), The Founders is a story of iteration and inventiveness—the products of which have cast a long and

powerful shadow over modern life. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

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.

Most of the policy discussion about stimulating innovation has focused on the federal level. This study focuses on the significant activity at the state level, with the goal of improving the public's understanding of key policy strategies and exemplary practices. Based on a series of workshops and conferences that brought together

policymakers along with leaders of industry and academia in a select number of states, the study highlights a rich variety of policy initiatives underway at the state and regional level to foster knowledge based growth and employment. Perhaps what distinguishes this effort at the state level is most of all the high degree of pragmatism. Operating out of necessity, innovation policies at the state level often involve taking advantage of existing resources and recombining them in new ways, forging innovative partnerships among universities, industry and government organizations, growing the skill base, and investing in the infrastructure to develop new technologies and new industries. Many of these initiatives are being guided by leaders from the private sector and universities. The objective of Best Practices in State and Regional Innovation Initiatives: Competing in the 21st Century is not to do an empirical review of the inputs and outputs of various state programs. Nor is it to evaluate which programs are superior. Indeed, some of the notable successes, such as the Albany nanotechnology cluster, represent a leap of leadership, investment, and sustained commitment that has had remarkable results in an industry that is actively pursued by many countries. The study's goal is to illustrate the approaches taken by a variety of highly diverse states as they confront the increasing challenges of global competition for the industries and jobs of today and tomorrow.

The Making of Silicon Valley
Environmental Injustice, Immigrant Workers, and the High-tech Global Economy
Ethical Threats and Emotional Unintelligence in the Tech Industry
The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley
An American History
What Everyone Else Can Learn from the Innovation Capital of the World
Cities of Knowledge

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.

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.

This is the 2019 edition of "A History of Silicon Valley", first published in 2012. It is now in two volumes, The 20th Century and The 21st Century. It begins more than 100 years ago and it chronicles developments up to 2019. The title is sort of misleading because "Silicon Valley" has expanded to the whole Bay Area, so this is really a history of the high-tech industry in the San

Francisco Bay Area. It is one of the most incredible stories of the modern world: how a relatively poor and underdeveloped region became the main hub of innovation in the whole world. This did not happen in a vacuum. The history of a region is always driven, first and foremost, by its society, and the society is really the protagonist of this book. Don't buy this book if you simply want to read that such and such famous billionaire was a genius. Most likely, he was not: he was the product of a society that is amazingly good at generating revolutionary (disruptive) ideas and, indirectly, at creating immense wealth, including some famous billionaires. Despite so many attempts in so many parts of the world, there is still only one Silicon Valley. Looking for the secret of Silicon Valley, one realizes how important it is to first study what is truly unique about the society of the Bay Area, the same society that has produced so many unorthodox movements: irreverent, rebellious, interdisciplinary, international, and communitarian.

A New York Times Book Review Editors' Choice "In Daub's hands the founding concepts of Silicon Valley don't make money; they fall apart." --The New York Times Book Review From FSGO x Logic: a Stanford professor's spirited dismantling of Silicon Valley's intellectual origins Adrian Daub's What Tech Calls Thinking is a lively dismantling of the ideas that form the intellectual bedrock of Silicon Valley. Equally important to Silicon Valley's world-altering innovation are the language and ideas it uses to explain and justify itself. And often, those fancy new ideas are simply old motifs playing dress-up in a hoodie. From the myth of dropping out to the war cry of "disruption," Daub locates the Valley's supposedly original, radical thinking in the ideas of Heidegger and Ayn Rand, the New Age Esalen Foundation in Big Sur, and American traditions from the tent revival to predestination. Written with verve and imagination, What Tech Calls Thinking is an intellectual refutation of Silicon Valley's ethos, pulling back the curtain on

the self-aggrandizing myths the Valley tells about itself. FSG Originals × Logic dissects the way technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many worlds, and aspires to incite fresh conversations about technology focused on nuanced and accessible explorations of the emerging tools that reorganize and redefine life today.
The Code
The Founders
The Inside Guide to Palo Alto, Stanford, Menlo Park, Mountain View, Santa Clara, Sunnyvale, San Jose, San Francisco
Abolish Silicon Valley
VC
Media Innovation and Entrepreneurship
Competing in the 21st Century
The triumphs and setbacks of inventor and entrepreneur Robert Noyce are illuminated in a biography that describes his colorful life in context of the evolution of the high-tech industry and the complex interrelationships among technology, business, big money, politics, and

culture in Silicon Valley.
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.
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. 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.
The Greatest Creation of Wealth in the History of the Planet, 2nd Edition
Heroes of the Computer Revolution - 25th Anniversary Edition
Life Inside a Fraying America
A History of Silicon Valley - Vol 1
A History of Silicon Valley
Brotopia
Valley of Genius

"In principle, venture capital is where the ordinarily conservative, cynical domain of big money touches dreamy, long-shot enterprise. In practice, it has become the distinguishing big-business engine of our time…[A] first-rate history." —New Yorker "An excellent and original economic history of venture capital." —Tyler Cowen, Marginal Revolution "It is an article of faith that ready access to venture capital makes an economy more dynamic. Nicholas

frames the case historically." —Wall Street Journal "A detailed, fact-filled account of America's most celebrated moneymen." —New Republic VC tells the riveting story of how the venture capital industry arose from America's longstanding identification with entrepreneurship and risk-taking. Whether the venture is a whaling voyage setting sail from New Bedford (as in VC's infancy) or the latest Silicon Valley startup, VC is a state of mind as much as a way of doing business, exemplified by an appetite for seeking extreme financial rewards, a tolerance for failure and experimentation, and a faith in the promise of innovation to generate new wealth. Tom Nicholas's authoritative history takes us on a roller coaster of entrepreneurial successes and setbacks. It describes how iconic firms like Kleiner Perkins and Sequoia invested in Genentech and Apple as it tells the larger story of VC's birth and evolution, revealing along the way why it is such a quintessentially American institution—one that has proven difficult to recreate elsewhere.

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. Resource added for the Financial Institutions Management program 1O1144.

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 19OOs 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.

How to Liberate Technology from Capitalism
A History of Silicon Valley - Almost a 3rd Edition
Geek Silicon Valley
Northern California, Race, and Mexican Americans
Robert Noyce and the Invention of Silicon Valley

Seeing Silicon Valley

INSPIRED

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.

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. 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.

Vintage photos populate this artful and timely book as it traces the evolution of Santa Clara Valley from the days of the Gold Rush through modern day. Filled with over 400 high resolution images, this book captures the spirit of Silicon Valley.

More than just a place, Silicon Valley is a state of mind and this book serves as a tribute. If you have ever wondered why the microchip, personal computer and Internet were all born in Santa Clara Valley, this is a must read. --Amazon.com
Troublemakers
A History of Silicon Valley Design
People's History of Silicon Valley
Breaking Up the Boys' Club of Silicon Valley
Cold War Science and the Search for the Next Silicon Valley
A One Hundred Year Renaissance
An Inquiry into the Intellectual Bedrock of Silicon Valley

SILICON VALLEY: Northern California's hub of technology is where the birth of the integrated circuit, or the "chip," took place. The Author, John East witnessed and participated in the process. From the creative engineering incubator at Fairchild, those innovators spread throughout the Santa Clara Valley. What followed would change the world forever while turning a sleepy farming community into the world's foremost technological center. From this insider's view, we see the personalities, politics and innovation that made Silicon Valley what it is today. John East saw it all, and reveals it in this authentically penned memoir with pictures and antidotes from one of the engineers that contributed to the industry that gave us computers, smart phones and social media. Mr. East's folksy humor, blended with his engineering mind, unveils this fascinating story of the integrated circuit. Meet the people that changed the way we communicate and

work and entertain ourselves. The bonus from this reading is that the reader gets the wisdom and insight into the "How to do it right" culture of Silicon Valley's Tech industry.
The 21st Century
A History of the Global Stock Market
A History of Silicon Valley - Vol 2
From Ancient Rome to Silicon Valley
The 20th Century
What Tech Calls Thinking
Innovation and the Growth of High Tech, 1930-1970