

Read Online Troublemakers
Silicon Valleys Coming Of Age

Troublemakers Silicon Valleys Coming Of Age

The dramatic, unlikely story behind the
founding of Twitter, by New York
Times bestselling author and Vanity
Fair special correspondent The San

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Francisco-based technology company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-have to the world's living room during live TV

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events to President Trump's preferred method of communication. It has hundreds of millions of active users all over the world. But few people know that it nearly fell to pieces early on. In this rousing history that reads like a novel, Hatching Twitter takes readers

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behind the scenes of Twitter's early exponential growth, following the four hackers—Ev Williams, Jack Dorsey, Biz Stone, and Noah Glass, who created the cultural juggernaut practically by accident. It's a drama of betrayed friendships and high-stakes power

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struggles over money, influence, and control over a company that was growing faster than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of

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technology startups, venture capital,
and Silicon Valley culture.

A fun and upbeat romance about a girl
who finds a cheat sheet for love. Spring
break . . . heartache? For coder
extraordinaire Ashley, high school is
all about prepping for college. Her love

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life? Virtually nonexistent. She's never been on a date. Never been kissed. Never been in love. When her plans veer off course, Ashley realizes she might be missing out on her high school experience. Now that spring break is finally here, Ashley vows to

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have fun . . . and, for the first time, follow her heart. Starting with Walker Beech, her gorgeous, maybe-not-so-unrequited crush. But with Jason Eisler--her childhood friend turned prankster--in the picture, trouble is bound to follow. Will Ashley's epic

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spring break lead her to love, or will her heart crash and burn? "Smart, fun, fast-paced." --USA Today bestselling author of The Kiss Quotient Helen Hoang on Kristin Rockaway's How to Hack a Heartbreak
Human survival hinges on an bizarre

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alliance in Semiosis, a character driven science fiction novel of first contact by debut author Sue Burke. 2019

Campbell Memorial Award Finalist

2019 Locus Finalist for Best Science

Fiction Novel Locus 2018

Recommended Reading List New York

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Public Library—Best of 2018

Forbes—Best Science Fiction Books of
2019-2019 The Verge—Best of 2018

Thrillist—Best Books of 2018

Vulture—10 Best Sci-Fi and Fantasy

Books of 2018 Chicago Review of

Books—The 10 Best Science Fiction

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Books of 2018 Texas Library
Association—Lariat List Top Books for
2019 Colonists from Earth wanted the
perfect home, but they'll have to
survive on the one they found. They
don't realize another life form
watches...and waits... Only mutual

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communication can forge an alliance with the planet's sentient species and prove that humans are more than tools. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied. Do you want to make sure you · Don't

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invest your money in the next Enron? ·
Don't go to work for the next
WorldCom right before the crash? ·
Identify and solve problems in your
organization before they send it
crashing to the ground? Marianne
Jennings has spent a lifetime studying

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business ethics---and ethical failures. In demand nationwide as a speaker and analyst on business ethics, she takes her decades of findings and shows us in *The Seven Signs of Ethical Collapse* the reasons that companies and nonprofits undergo ethical collapse,

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including: · Pressure to maintain numbers · Fear and silence · Young 'uns and a larger-than-life CEO · A weak board · Conflicts · Innovation like no other · Belief that goodness in some areas atones for wrongdoing in others
Don't watch the next accounting

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disaster take your hard-earned savings, or accept the perfect job only to find out your boss is cooking the books. If you're just interested in understanding the (not-so) ethical underpinnings of business today, *The Seven Signs of Ethical Collapse* is both a must-have

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tool and a fascinating window into today's business world.

"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

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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

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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

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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-

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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

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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

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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.

The Work of Revision

A True Story of Money, Power,

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Friendship, and Betrayal

My Epic Spring Break (Up)

An Entrepreneur's Vision of the Future

Netflix and the Culture of Reinvention

The Untold Story of the Women Who

Made the Internet

Venture Capital and the Art of

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Disruption

Understanding What You Don't Want
to Know

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

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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

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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

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also explores the surrounding social and cultural environment of the Bay Area.

In 1954 Bill Blair and Penny Greenway marry and have four children. Thirty years later, the three oldest Blair children, adults now and

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still living near the family home, are disrupted by the return of the youngest, whose sudden presence and all-too-familiar troubles force a reckoning with who they are, separately and together, and set off a struggle over the family's future.

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'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains' Steve Jobs,
BusinessWeek, May 25, 1998 To

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Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the

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most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As

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creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of

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Simplicity that have driven Apple's success - which you can use to propel your own organisation.

Reading *Insanely Simple*, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone

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calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster. From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design,

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prototyping, and testing ideas with customers.

“Exceptional . . . Deeply researched and elegantly written . . . As a description of the politics and pressures under which modern independent central banking has to

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operate, the book is incomparable.”
—Financial Times The definitive
biography of the most important
economic statesman of our time
Sebastian Mallaby's magisterial
biography of Alan Greenspan, the
product of over five years of

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research based on untrammelled access to his subject and his closest professional and personal intimates, brings into vivid focus the mysterious point where the government and the economy meet. To understand Greenspan's story is

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to see the economic and political landscape of our time—and the presidency from Reagan to George W. Bush—in a whole new light. As the most influential economic statesman of his age, Greenspan spent a lifetime grappling with a

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momentous shift: the transformation of finance from the fixed and regulated system of the post-war era to the free-for-all of the past quarter century. The story of Greenspan is also the story of the making of modern finance, for good and for ill.

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Greenspan's life is a quintessential American success story: raised by a single mother in the Jewish émigré community of Washington Heights, he was a math prodigy who found a niche as a stats-crunching consultant. A master at explaining the economic

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weather to captains of industry, he translated that skill into advising Richard Nixon in his 1968 campaign. This led to a perch on the White House Council of Economic Advisers, and then to a dazzling array of business and government

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roles, from which the path to the Fed was relatively clear. A fire-breathing libertarian and disciple of Ayn Rand in his youth who once called the Fed's creation a historic mistake, Mallaby shows how Greenspan reinvented himself as a pragmatist

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once in power. In his analysis, and in his core mission of keeping inflation in check, he was a maestro indeed, and hailed as such. At his retirement in 2006, he was lauded as the age's necessary man, the veritable God in the machine, the global economy's

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avatar. His memoirs sold for record sums to publishers around the world. But then came 2008. Mallaby's story lands with both feet on the great crash which did so much to damage Alan Greenspan's reputation. Mallaby argues that the conventional

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wisdom is off base: Greenspan wasn't a naïve ideologue who believed greater regulation was unnecessary. He had pressed for greater regulation of some key areas of finance over the years, and had gotten nowhere. To argue that he

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didn't know the risks in irrational markets is to miss the point. He knew more than almost anyone; the question is why he didn't act, and whether anyone else could or would have. A close reading of Greenspan's life provides fascinating answers to

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these questions, answers whose lessons we would do well to heed. Because perhaps Mallaby's greatest lesson is that economic statesmanship, like political statesmanship, is the art of the possible. The Man Who Knew is a

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searching reckoning with what exactly comprised the art, and the possible, in the career of Alan Greenspan.

The Digital Revolution in Silicon Valley 1985-2000

Hatching Twitter

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Silicon Alleys

The Life and Times of Alan

Greenspan

Triumph of the City

A Silicon Valley Story

Too Much Information

In the Plex

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Our world today -- from the phone in your pocket to the car that you drive, the allure of social media to the strategy of the Pentagon -- has been shaped irrevocably by the technology of silicon transistors. Year after year, for half a century, these tiny switches have enabled ever-more startling

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capabilities. Their incredible proliferation has altered the course of human history as dramatically as any political or social revolution. At the heart of it all has been one quiet Californian: Gordon Moore. At Fairchild Semiconductor, his seminal Silicon Valley startup, Moore -- a

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young chemist turned electronics entrepreneur -- had the defining insight: silicon transistors, and microchips made of them, could make electronics profoundly cheap and immensely powerful. Microchips could double in power, then redouble again in clockwork fashion. History

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has borne out this insight, which we now call "Moore's Law", and Moore himself, having recognized it, worked endlessly to realize his vision. With Moore's technological leadership at Fairchild and then at his second start-up, the Intel Corporation, the law has held for fifty years. The result is

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profound: from the days of enormous, clunky computers of limited capability to our new era, in which computers are placed everywhere from inside of our bodies to the surface of Mars. Moore led nothing short of a revolution. In Moore's Law, Arnold Thackray, David C. Brock, and Rachel

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Jones give the authoritative account of Gordon Moore's life and his role in the development both of Silicon Valley and the transformative technologies developed there. Told by a team of writers with unparalleled access to Moore, his family, and his contemporaries, this is the human

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story of man and a career that have had almost superhuman effects. The history of twentieth-century technology is littered with overblown "revolutions." Moore's Law is essential reading for anyone seeking to learn what a real revolution looks like.

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An award-winning documentary photographer delivers a stunning visual history of the Silicon Valley technology boom, in which he was witness to key moments in the careers of Steve Jobs and more than seventy other leading innovators as they created today's digital world. An

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eye-opening chronicle of the Silicon Valley technology boom, capturing key moments in the careers of Steve Jobs and more than seventy other leading innovators as they created today's digital world In the spring of 1985, a technological revolution was under way in Silicon Valley, and

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documentary photographer Doug Menez was there in search of a story—something big. At the same time, Steve Jobs was being forced out of his beloved Apple and starting over with a new company, NeXT Computer. His goal was to build a supercomputer with the power to

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transform education. Menuez had found his story: he proposed to photograph Jobs and his extraordinary team as they built this new computer, from conception to product launch. In an amazing act of trust, Jobs granted Menuez unlimited access to the company, and, for the

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next three years, Menez was able to get on film the spirit and substance of innovation through the day-to-day actions of the world's top technology guru. From there, the project expanded to include the most trailblazing companies in Silicon Valley, all of which granted Menez

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the same complete access that Jobs had. Menezes photographed behind the scenes with John Warnock at Adobe, John Sculley at Apple, Bill Gates at Microsoft, John Doerr at Kleiner Perkins, Bill Joy at Sun Microsystems, Gordon Moore and Andy Grove at Intel, Marc Andreessen

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at Netscape, and more than seventy other leading companies and innovators. It would be fifteen years before Menuez stopped taking pictures, just as the dotcom bubble burst. An extraordinary era was coming to its close. With his singular behind-the-scenes access to these

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notoriously insular companies, Menez was present for moments of heartbreaking failure and unexpected success, moments that made history, and moments that revealed the everyday lives of the individuals who made it happen. This period of rapid, radical change would affect almost

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every aspect of our culture and our lives in ways both large and small and would also create more jobs and wealth than any other time in human history. And Doug Menezes was there, a witness to a revolution. In more than a hundred photographs and accompanying commentary, Fearless

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Genius captures the human face of innovation and shows what it takes to transform powerful ideas into reality. 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

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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

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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

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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

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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

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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

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be led astray. The Know-It-Alls explains how these self-proclaimed geniuses failed this most important test of democracy.

Traces the life and career of the enigmatic former CEO of Intel, drawing on private papers and interviews with his closest friends and

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associates to discuss such topics as the persecution he survived as a Hungarian Jew in the 1930s, his relationships with such figures as Gordon Moore and Robert Noyce, and his management talents. Reprint. 50,000 first printing.

"Decentralization is not a choice, but

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an inevitability. Thankfully, the process can liberate people from poverty, end acrimonious politics, and help humanity avoid the robot apocalypse. Social Evolution founder, Max Borders, makes the case in this compelling manifesto."--From publisher's website.

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No Rules Rules

*How Silicon Valley, the Navy SEALs,
and Maverick Scientists Are
Revolutionizing the Way We Live and
Work*

Broad Band

How to Solve Big Problems and Test

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New Ideas in Just Five Days

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

*The Life of Gordon Moore, Silicon
Valley's Quiet Revolutionary*

*Government Support for Computing
Research*

The bestselling author and

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*recipient of the 2018
Holberg Prize, Cass R.
Sunstein, explores how more
information can make us
happy or miserable, and why
we sometimes avoid it--but
sometimes seek it out. How
much information is too*

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much? Do we need to know how many calories are in the giant vat of popcorn that we bought on our way into the movie theater? Do we want to know if we are genetically predisposed to a certain disease? Can we do anything

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*useful with next week's
weather forecast for Paris
if we are not in Paris? In
Too Much Information, Cass
Sunstein examines the
effects of information on
our lives. Policymakers
emphasize "the right to*

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know," but Sunstein takes a different perspective, arguing that the focus should be on human well-being and what information contributes to it.

Government should require companies, employers,

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hospitals, and others to disclose information not because of a general “right to know” but when the information in question would significantly improve people's lives. Sunstein argues that the information

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on warnings and mandatory labels is often confusing or irrelevant, yielding no benefit. He finds that people avoid information if they think it will make them sad (and seek information they think will make them

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happy). Our information avoidance and information seeking is notably heterogeneous—some of us do want to know the popcorn calorie count, others do not. Of course, says Sunstein, we are better off

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with stop signs, warnings on prescription drugs, and reminders about payment due dates. But sometimes less is more. What we need is more clarity about what information is actually doing or achieving.

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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

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*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*

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*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*

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*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,*

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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,

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*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*

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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

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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;

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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

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*administrator who changed
how university innovations
reach the public. Together,
these troublemakers rewrote
the rules and invented the
future.*

*One of New York Magazine's
best books on Silicon*

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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

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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

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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

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*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*

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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

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*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*

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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

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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

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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

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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

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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

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*history makes clear, its
fate is the fate of us all.
If you loved Hidden Figures
or The Rise of the Rocket
Girls, you'll love Claire
Evans' breakthrough book on
the women who brought you
the internet--written out of*

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history, until now. "This is a radically important, timely work," says Miranda July, filmmaker and author of The First Bad Man. The history of the internet is more than just alpha nerds, programmers, and male garage-

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*to-riches billionaires.
Female visionaries have
always been at the vanguard
of technology and
innovation. In fact, women
turn up at the very
beginning of every important
wave in technology. They may*

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have been hidden in plain sight, their inventions and contributions touching our lives in ways we don't even realize, but they have always been part of the story. In a world where tech companies are still male-

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dominated and women are often dissuaded from STEM careers, Broad Band shines a much-needed light on the bright minds history forgot, from pioneering database poets, data wranglers, and hypertext dreamers to glass

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*ceiling-shattering dot com-
era entrepreneurs. Get to
know Ada Lovelace, who wove
the first computer program
in 1842, and Grace Hopper,
the tenacious mathematician
who democratized computing
after World War II. Meet*

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*Elizabeth "Jake" Feinler,
the one-woman Google who
kept the earliest version of
the Internet online, and
Stacy Horn, the New York
cyberpunk who ran one of the
world's earliest social
networks out of her New York*

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City apartment in the 1980s. Join the ranks of the pioneers who defied social convention to become leaders of the tech revolution. This electrifying corrective to tech history introduces us all to our long-overlooked

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tech mothers and grandmothers--showing us that if there's a "boy's club" that dominates Silicon Valley today, it's an anachronism.

TroublemakersSilicon Valley's Coming of AgeSimon

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and Schuster

The Founders

Coders

Disrupted

The Many Lives of Stewart

Brand

How Our Greatest Invention

Makes Us Richer, Smarter,

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*Greener, Healthier, and
Happier*

*My Misadventure in the Start-
Up Bubble*

*The Making of a New Tribe
and the Remaking of the
World*

Semiosis

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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

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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

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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

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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

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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*

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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

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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

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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

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illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

The #1 New York Times and Wall Street Journal bestseller from Steve Case—the co-founder of AOL—presents “a compelling roadmap for the

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future...that can help us make sense of the technological changes reshaping our economy and the world. A fascinating read” (Sheryl Sandberg, Facebook COO and founder of LeanIn.org). Steve Case—a pioneer who made the Internet part of everyday life—was on the leading edge

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of a revolution in 1985 when he co-founded AOL, the first Internet company to go public and the most successful business of the 1990s. Back then Case was an entrepreneur in an industry that hadn't really been invented yet, but he had a sense how dramatically the Internet would

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transform business and society. In *The Third Wave*, he uses his insights garnered from nearly four decades of working as an innovator, investor, and businessman to argue the importance of entrepreneurship and to chart a path for future innovators. We are entering, as Case explains, the “Third

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Wave” of the Internet. The first wave saw AOL and other companies lay the foundation for consumers to connect to the Internet. The second wave saw companies like Google and Facebook build on top of the Internet to create search and social networking capabilities, while apps like Snapchat

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and Instagram leveraged the smartphone revolution. Now, Case argues, we're entering the Third Wave: a period in which entrepreneurs will vastly transform major "real world" sectors such as health, education, transportation, energy, and food—and in the process change the way we live

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our daily lives. Part memoir, part manifesto, and part playbook for the future, *The Third Wave* explains the ways in which newly emerging technology companies will have to rethink their relationships with customers, with competitors, and with governments; and offers advice for

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how entrepreneurs can make winning business decisions and strategies—and how all of us can make sense of this ever-changing digital age.

An instant New York Times bestseller, Dan Lyons' "hysterical" (Recode) memoir, hailed by the Los Angeles Times as "the best book about Silicon

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Valley," takes readers inside the maddening world of fad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his profession--until one Friday morning when he received a

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phone call: Poof. His job no longer existed. "I think they just want to hire younger people," his boss at Newsweek told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion.

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Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." What could go wrong? HubSpotters were true believers: They were making the world a better place ... by selling email

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spam. The office vibe was frat house meets cult compound: The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went on

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"walking meetings," and Dan's absentee boss sent cryptic emails about employees who had "graduated" (read: been fired). In the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his

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desk on his bouncy-ball "chair."
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.

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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

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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

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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

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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

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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.

Told by one of our greatest chroniclers

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of technology and society, the definitive biography of iconic serial visionary Stewart Brand, from the Merry Pranksters and the generation-defining Whole Earth Catalog to the marriage of environmental consciousness and hacker capitalism and the rise of a new planetary

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culture—the story behind so many other stories Stewart Brand has long been famous if you know who he is, but for many people outside the counterculture, early computing, or the environmental movement, he is perhaps best known for his famous mantra “Stay Hungry. Stay Foolish.”

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Steve Jobs's endorsement of these words as his code to live by is fitting; Brand has played many roles, but one of the most important is as a model for how to live. The contradictions are striking: A blond-haired WASP with a modest family inheritance, Brand went to Exeter and Stanford and was an

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army veteran, but in California in the 1960s he became an artist and a photographer in the thick of the LSD revolution. While tripping on acid on the roof of his building, he envisioned how valuable it would be for humans to see a photograph of the planet they shared from space, an image that in

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the end landed on the cover of his Whole Earth Catalog, the defining publication of the counterculture. He married a Native American woman and was committed to protecting indigenous culture, which connected to a broader environmentalist mission that has been a through line of his life.

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At the same time, he has outraged purists because of his pragmatic embrace of useful technologies, including nuclear power, in the fight against climate change. The famous tagline promise of his catalog was “Access to Tools”; with rare exceptions he rejected politics for a

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focus on direct power. It was no wonder, then, that he was early to the promise of the computer revolution and helped define it for the wider world. Brand's life can be hard to fit onto one screen. John Markoff, also a great chronicler of tech culture, has done something extraordinary in

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unfolding the rich, twisting story of Brand's life against its proper landscape. As Markoff makes marvelously clear, the streams of individualism, respect for science, environmentalism, and Eastern and indigenous thought that flow through Brand's entire life form a powerful

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gestalt, a California state of mind that has a hegemonic power to this day. His way of thinking embraces a true planetary consciousness that may be the best hope we humans collectively have.

The Social Singularity
Fearless Genius

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An Immigrant's Guide to Disappointing
Your Parents

My Fight for Inclusion and Lasting
Change

The Man Who Knew

The Next Factory of the World

Robert Noyce and the Invention of
Silicon Valley

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How Decentralization Will Allow Us to
Transcend Politics, Create Global
Prosperity, and Avoid the Robot
Apocalypse

Facebook's algorithms
shaping the news. Self-
driving cars roaming the

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streets. Revolution on
Twitter and romance on
Tinder. We live in a world
constructed of code--and
coders are the ones who
built it for us.

Programmers shape our

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everyday behavior: When they make something easy to do, we do more of it. When they make it hard or impossible, we do less of it. From acclaimed tech writer Clive Thompson

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comes a brilliant anthropological reckoning with the most powerful tribe in the world today, computer programmers, in a book that interrogates who they are, how they think,

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what qualifies as greatness in their world, and what should give us pause. In pop culture and media, the people who create the code that rules our world are regularly

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portrayed in hackneyed,
simplified terms, as
ciphers in hoodies.

Thompson goes far deeper,
taking us close to some of
the great programmers of
our time, including the

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creators of Facebook's News Feed, Instagram, Google's cutting-edge AI, and more. Speaking to everyone from revered "10X" elites to neophytes, back-end engineers and

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front-end designers,
Thompson explores the
distinctive psychology of
this vocation--which
combines a love of logic,
an obsession with
efficiency, the joy of

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puzzle-solving, and a
superhuman tolerance for
mind-bending frustration.
Along the way, Coders
ponders the morality and
politics of code,
including its implications

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for civic life and the economy and the major controversies of our era. In accessible, erudite prose, Thompson unpacks the surprising history of the field, beginning with

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the first coders -- brilliant and pioneering women, who, despite crafting some of the earliest personal computers and programming languages, were later

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written out of history. At the same time, the book deftly illustrates how programming has become a marvelous new art form--a source of delight and creativity, not merely

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danger. To get as close to his subject as possible, Thompson picks up the thread of his own long-abandoned coding skills as he reckons, in his signature, highly personal

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style, with what superb programming looks like. To understand the world today, we need to understand code and its consequences. With Coders, Thompson gives a

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definitive look into the heart of the machine. The past 50 years have witnessed a revolution in computing and related communications technologies. The

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contributions of industry and university researchers to this revolution are manifest; less widely recognized is the major role the federal government played in

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launching the computing revolution and sustaining its momentum. Funding a Revolution examines the history of computing since World War II to elucidate the federal government's

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role in funding computing research, supporting the education of computer scientists and engineers, and equipping university research labs. It reviews the economic rationale for

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government support of
research, characterizes
federal support for
computing research, and
summarizes key historical
advances in which
government-sponsored

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research played an important role. Funding a Revolution contains a series of case studies in relational databases, the Internet, theoretical computer science,

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artificial intelligence,
and virtual reality that
demonstrate the complex
interactions among
government, universities,
and industry that have
driven the field. It

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offers a series of lessons that identify factors contributing to the success of the nation's computing enterprise and the government's role within it.

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From an award-winning financial historian comes the gripping, character-driven story of venture capital and the world it made. Innovations rarely come from "experts." Jeff

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Bezos was not a bookseller; Elon Musk was not in the auto industry. When it comes to innovation, a legendary venture capitalist told Sebastian Mallaby, the

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future cannot be predicted, it can only be discovered. Most attempts at discovery fail, but a few succeed at such a scale that they more than make up for everything

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else. That extreme ratio of success and failure is the power law that drives venture capital, Silicon Valley, the tech sector, and, by extension, the world. Drawing on

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unprecedented access to
the most celebrated
venture capitalists of all
time, award-winning
financial historian
Sebastian Mallaby tells
the story of this strange

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tribe of financiers who have funded the world's most successful companies, from Google to SpaceX to Alibaba. With a riveting blend of storytelling and analysis, *The Power Law*

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makes sense of the seeming randomness of success in venture capital, an industry that relies, for good and ill, on gut instinct and personality rather than spreadsheets

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and data. We learn the unvarnished truth about some of the most iconic triumphs and infamous disasters in the history of tech, from the comedy of errors that was the

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birth of Apple to the
venture funding that
fostered hubris at WeWork
and Uber to the industry's
notorious lack of women
and ethnic minorities. Now
the power law echoes

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around the world: it has transformed China's digital economy beyond recognition, and London is one of the top cities for venture capital investment. By taking us

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so deeply into the VCs' game, The Power Law helps us think about our own future through their eyes. "A Wall Street Journal columnist for "Weekend Confidential" explores the

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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

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developing billion-dollar ideas"--Novelist.

In 2005, the editors of Metro Silicon Valley, San Jose's alternative weekly newspaper, gave Gary Singh his own column, "Silicon

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Alleys," to explore the underbelly of San Jose from a perspective only a creative native could offer. To this day, he still writes the column every week. Now a

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selection of Gary's
greatest hits, over 250
columns in chronological
order, is available in one
mammoth volume, hand-
picked by the columnist.
Following a gnarly

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foreword by cyberpunk
science fiction pioneer
Rudy Rucker, a glorious
mishmash of humanity
emerges. UFO researchers
sit right alongside rock
stars, repo men and

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professional wrestlers.
Buddhist scholars hold
column space with women's
drinking clubs. Abandoned
strip malls return to
life. From punk rock to
high art, from dive bars

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to luxury digs, from literary vibes to forgotten history, no other body of work more aptly sorts out the guts of America's 10th largest city than Gary's weekly

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column.

A History of Silicon
Valley

How to Spot Moral
Meltdowns in Companies...

Before It's Too Late
Reset

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The Know-It-Alls

Stealing Fire

Whole Earth

Moore's Law

Insanely Simple

**“The most interesting book
ever written about Google”**

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**(The Washington Post)
delivers the inside story
behind the most successful
and admired technology
company of our time, now
updated with a new
Afterword. Google is**

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arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and

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Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving

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cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these

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businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind

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Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried

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chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company

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for smaller, nimbler start-ups. In the Plex is the “most authoritative...and in many ways the most entertaining” (James Gleick, The New York Book Review) account of Google to date and offers

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“an instructive primer on how the minds behind the world’s most influential internet company function” (Richard Waters, The Wall Street Journal).

Revision seems to be an

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intrinsic part of good writing. But Hannah Sullivan argues that we inherit our faith in redrafting from the modernist period. Examining changes made in

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**manuscripts, typescripts,
and proofs by Eliot, Joyce,
Woolf, and others, she shows
how rewriting shapes
literary style, and how the
impulse to touch up can go
too far.**

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**The New York Times
bestseller Shortlisted for the
2020 Financial Times &
McKinsey Business Book of
the Year Netflix cofounder
Reed Hastings reveals for
the first time the unorthodox**

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culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the

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**entertainment industries,
generating billions of dollars
in annual revenue while
capturing the imaginations
of hundreds of millions of
people in over 190 countries.
But to reach these great**

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heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been

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impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom

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**under which other
companies operate and
defied tradition to instead
build a culture focused on
freedom and responsibility,
one that has allowed Netflix
to adapt and innovate as the**

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**needs of its members and
the world have
simultaneously transformed.
Hastings set new standards,
valuing people over process,
emphasizing innovation over
efficiency, and giving**

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employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you

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**don't try to please your boss,
you give candid feedback
instead. At Netflix,
employees don't need
approval, and the company
pays top of market. When
Hastings and his team first**

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devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly

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**became one of the most
loved brands in the world.
Here for the first time,
Hastings and Erin Meyer,
bestselling author of The
Culture Map and one of the
world's most influential**

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business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds

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**of interviews with current
and past Netflix employees
from around the globe and
never-before-told stories of
trial and error from
Hastings's own career, No
Rules Rules is the**

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**fascinating and untold
account of the philosophy
behind one of the world's
most innovative,
imaginative, and successful
companies.**

A narrative history of the

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Silicon Valley generation that launched five major high-tech industries in seven years details the specific contributions of seven technical pioneers and how they established the

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foundation for today's tech-driven world.

From the legendary founder of Atari and Chuck E.

Cheese's and Steve Jobs's first boss, the secrets to finding, hiring, keeping, and

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**nurturing creative talent.
The business world is
changing faster than ever,
and every day your company
faces new complications and
difficulties. The only way to
resolve these issues is to**

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have a staff of wildly creative people who live as much in the future as the present, who thrive on being different, and whose ideas will guarantee that your company will prosper when

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other companies fail. A celebrated visionary and iconoclast, Nolan Bushnell founded the groundbreaking gaming company Atari before he went on to found Chuck E. Cheese's and two

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dozen other companies. He also happened to launch the career of the late Steve Jobs, along with those of many other brilliant creatives over the course of his five decades in business. With

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**refreshing candor, keen
psychological insight, and
robust humor, Bushnell
explains in Finding the Next
Steve Jobs how to think
boldly and differently about
companies and**

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organizations—and specifically the people who work within them. For anyone trying to turn a company into the next Atari or Apple, build a more creative workforce, or fashion a

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**career in a changing world,
this book will enlighten,
challenge, surprise, and
amuse.**

**The Greatest Creation of
Wealth in the History of the
Planet, 2nd Edition**

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Brotopia

The Third Wave

The Power Law

The Life and Times of an

American Business Icon

The Uncensored History of

Silicon Valley (As Told by the

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**Hackers, Founders, and
Freaks Who Made It Boom)
How Chinese Investment Is
Reshaping Africa
The Code**

National Bestseller CNBC and Strategy
+ Business Best Business Book of the

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Year It's the biggest revolution you've never heard of, and it's hiding in plain sight. Over the past decade, Silicon Valley executives like Eric Schmidt and Elon Musk, Special Operators like the Navy SEALs and the Green Berets, and maverick scientists like Sasha Shulgin and Amy Cuddy have turned everything

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we thought we knew about high performance upside down. Instead of grit, better habits, or 10,000 hours, these trailblazers have found a surprising short cut. They're harnessing rare and controversial states of consciousness to solve critical challenges and outperform the

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competition. New York Times bestselling author Steven Kotler and high performance expert Jamie Wheal spent four years investigating the leading edges of this revolution—from the home of SEAL Team Six to the Googleplex, the Burning Man festival, Richard Branson's Necker Island, Red

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Bull's training center, Nike's innovation team, and the United Nations' Headquarters. And what they learned was stunning: In their own ways, with differing languages, techniques, and applications, every one of these groups has been quietly seeking the same thing: the boost in information and

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inspiration that altered states provide. Today, this revolution is spreading to the mainstream, fueling a trillion dollar underground economy and forcing us to rethink how we can all lead richer, more productive, more satisfying lives. Driven by four accelerating forces—psychology, neurobiology,

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technology and pharmacology—we are gaining access to and insights about some of the most contested and misunderstood terrain in history. *Stealing Fire* is a provocative examination of what's actually possible; a guidebook for anyone who wants to radically upgrade their life.

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Standup comic, actor and fan favorite from HBO's Silicon Valley and the film Crazy Rich Asians shares his memoir of growing up as a Chinese immigrant in California and making it in Hollywood. "I turned down a job in finance to pursue a career in stand-up comedy. My dad thought I was crazy. But I figured it was

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better to disappoint my parents for a few years than to disappoint myself for the rest of my life. I had to disappoint them in order to pursue what I loved. That was the only way to have my Chinese turnip cake and eat an American apple pie too." Jimmy O. Yang is a standup comedian, film and

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TV actor and fan favorite as the character Jian Yang from the popular HBO series Silicon Valley. In How to American, he shares his story of growing up as a Chinese immigrant who pursued a Hollywood career against the wishes of his parents: Yang arrived in Los Angeles from Hong Kong

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at age 13, learned English by watching BET RapCity for three hours a day, and worked as a strip club DJ while pursuing his comedy career. He chronicles a near deportation episode during a college trip Tijuana to finally becoming a proud US citizen ten years later. Featuring those and many other

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hilarious stories, while sharing some hard-earned lessons, How to American mocks stereotypes while offering tongue in cheek advice on pursuing the American dreams of fame, fortune, and strippers.

The “necessary and incisive” (Roxane Gay) account of the discrimination case

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that “has blown open a conversation about the status of women” in the workplace (The New York Times)
SHORTLISTED FOR THE 2017
FINANCIAL TIMES AND MCKINSEY
BUSINESS BOOK OF THE YEAR |
NAMED A BEST FALL BOOK BY
ELLE AND BUSTLE In 2015, Ellen K.

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Pao sued a powerhouse Silicon Valley venture capital firm, calling out workplace discrimination and retaliation against women and other underrepresented groups. Her suit rocked the tech world—and exposed its toxic culture and its homogeneity. Her message overcame negative PR

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attacks that took aim at her professional conduct and her personal life, and she won widespread public support—Time hailed her as “the face of change.”

Though Pao lost her suit, she revolutionized the conversation at tech offices, in the media, and around the world. In *Reset*, she tells her full story

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for the first time. The daughter of immigrants, Pao was taught that through hard work she could achieve her dreams. She earned multiple Ivy League degrees, worked at top startups, and in 2005 was recruited by Kleiner Perkins, arguably the world's leading venture capital firm at the time.

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In many ways, she did everything right, and yet she and other women and people of color were excluded from success—cut out of decisive meetings and email discussions, uninvited to CEO dinners and lavish networking trips, and had their work undercut or appropriated by male executives. It was

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time for a system reset. After Kleiner, Pao became CEO of reddit, where she took forceful action to change the status quo for the company and its product. She banned revenge porn and unauthorized nude photos—an action other large media sites later followed—and shut down parts of reddit

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over online harassment. She and seven other women tech leaders formed Project Include, an award-winning nonprofit for accelerating diversity and inclusion in tech. In her book, Pao shines a light on troubling issues that plague today's workplace and lays out practical, inspiring, and achievable

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goals for a better future. Ellen K. Pao's *Reset* is a rallying cry—the story of a whistleblower who aims to empower everyone struggling to be heard, in Silicon Valley and beyond. Praise for *Reset* “Necessary and incisive . . . As Ellen Pao detailed her experiences, while also communicating her passion

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for the work men often impeded her from doing, I was nothing short of infuriated. It was great to see a highly accomplished woman of color speaking out like this, and hopefully this book will encourage more women to come forward, give voice to their experiences in the workplace, and contribute to

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meaningful change.”—Roxane Gay
Shortlisted for the Financial Times and
McKinsey Best Book of the Year Award
in 2011 “A masterpiece.” —Steven D.
Levitt, coauthor of Freakonomics
“Bursting with insights.” —The New
York Times Book Review A pioneering
urban economist presents a myth-

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shattering look at the majesty and greatness of cities America is an urban nation, yet cities get a bad rap: they're dirty, poor, unhealthy, environmentally unfriendly . . . or are they? In this revelatory book, Edward Glaeser, a leading urban economist, declares that cities are actually the healthiest,

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greenest, and richest (in both cultural and economic terms) places to live. He travels through history and around the globe to reveal the hidden workings of cities and how they bring out the best in humankind. Using intrepid reportage, keen analysis, and cogent argument, Glaeser makes an urgent, eloquent

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case for the city's importance and splendor, offering inspiring proof that the city is humanity's greatest creation and our best hope for the future.

The triumphs and setbacks of inventor and entrepreneur Robert Noyce are illuminated in a biography that describes his colorful life in context of

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the evolution of the high-tech industry and the complex interrelationships among technology, business, big money, politics, and culture in Silicon Valley.

A Novel

Finding the Next Steve Jobs

Andy Grove

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The Obsession That Drives Apple's
Success

Silicon Valley's Coming of Age
Sprint

Funding a Revolution

The Story of Paypal and the
Entrepreneurs Who Shaped Silicon
Valley

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***A Best Business Book of 2017
-- The Financial Times China is
now the biggest foreign player
in Africa. It's Africa's largest
trade partner, the largest
infrastructure financier, and
the fastest-growing source of***

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foreign direct investment. Chinese entrepreneurs are flooding into the continent, investing in long-term assets such as factories and heavy equipment. Considering Africa's difficult history of

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colonialism, one might suspect that China's activity there is another instance of a foreign power exploiting resources. But as author Irene Yuan Sun vividly shows in this remarkable book, it is really a

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story about resilient Chinese entrepreneurs building in Africa what they so recently learned to build in China--a global manufacturing powerhouse. The fact that China sees Africa not for its

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poverty but for its potential wealth is a striking departure from the attitude of the West, particularly that of the United States. Despite fifty years of Western aid programs, Africa still has more people living in

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extreme poverty than any other region in the world. Those who are serious about raising living standards across the continent know that another strategy is needed. Chinese investment gives rise

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***to a tantalizing possibility:
that Africa can industrialize in
the coming generation. With a
manufacturing-led
transformation, Africa would
be following in the footsteps
of the United States in the***

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nineteenth century, Japan in the early twentieth, and the Asian Tigers in the late twentieth. Many may consider this an old-fashioned way to develop, but as Sun argues, it's the only one that's proven

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***to raise living standards
across entire societies in a
lasting way. And with every
new Chinese factory boss
setting up machinery and
hiring African workers--and
managers--that possibility***

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***becomes more real for Africa.
With fascinating and moving
human stories along with
incisive business and economic
analysis, The Next Factory of
the World will make you
rethink both China's role in the***

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***world and Africa's future in the
globalized economy.***

***How Google Thinks, Works,
and Shapes Our Lives***

Troublemakers

***How to Find, Keep, and
Nurture Talent***

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***Breaking Up the Boys' Club of
Silicon Valley***

***Selected Metro Silicon Valley
Columns, 2005-2020***

***The Man Behind the Microchip
Valley of the Gods***

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