

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

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" of 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. 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

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.

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.

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

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.

Instant National Bestseller "Excellent." --San Francisco Chronicle "Brotopia is more than a business book. Silicon Valley holds extraordinary power over our present lives as well as whatever utopia (or nightmare) might come next." --New York Times Silicon Valley is a modern utopia where anyone can change the world. Unless you're a woman. For women in tech, Silicon Valley is not a fantasyland of unicorns, virtual reality rainbows, and 3D-printed lollipops, where millions of dollars grow on trees. It's a "Brotopia," where men hold all the cards and make all the rules. Vastly outnumbered, women face toxic workplaces rife with discrimination and sexual harassment, where investors take meetings in hot tubs and network at sex parties. In this powerful exposé, Bloomberg TV journalist Emily Chang reveals how Silicon Valley got so sexist despite its utopian ideals, why bro culture endures despite decades of companies claiming the moral high ground (Don't Be Evil! Connect the World!)--and how women are finally starting to speak out and fight 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. Interviews with Facebook COO Sheryl Sandberg, YouTube CEO Susan Wojcicki, and former Yahoo! CEO Marissa Mayer--who got their start at Google, where just one in five engineers is a woman--reveal just how hard it is to crack the Silicon Ceiling. And Chang shows how women such as former Uber engineer Susan Fowler, entrepreneur Niniane Wang, and game developer Brianna Wu, have risked their careers and sometimes their lives to pave a way for other women. Silicon Valley's aggressive, misogynistic, work-at-all costs culture has shut women out of the greatest wealth creation in the history of the world. It's time to break up the boys' club. Emily Chang shows us how to fix this toxic culture--to bring down Brotopia, once and for all.

The valley on the hill /Fred Turner --Photographs and stories /Mary Beth Meehan.

New York Times Bestseller. "A superb book. . . . [Lewis] makes Silicon Valley as thrilling and intelligible as he made Wall Street in his best-selling Liar's Poker."—Time In the

weird glow of the dying millennium, Michael Lewis set out on a safari through Silicon Valley to find the world's most important technology entrepreneur. He found this in Jim Clark, a man whose achievements include the founding of three separate billion-dollar companies. Lewis also found much more, and the result—the best-selling book *The New New Thing*—is an ingeniously conceived history of the Internet revolution.

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" of 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 500-page green edition contains only my chapters (basically, the chronology) updated to 2015 and with many additions to early chapters and a new chapter on Asia.

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

"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.

How to repair the disconnect between designers and users, producers and consumers, and tech elites and the rest of us: toward a more democratic internet. In this provocative book, Ramesh Srinivasan describes the internet as both an enabler of frictionless efficiency and a dirty tangle of politics, economics, and other inefficient, inharmonious human activities. We may love the immediacy of Google search results, the convenience of buying from Amazon, and the elegance and power of our Apple devices, but it's a one-way, top-down process. We're not asked for our input, or our opinions—only for our data. The internet is brought to us by wealthy technologists in Silicon Valley and China. It's time, Srinivasan argues, that we think in terms beyond the Valley. Srinivasan focuses on the disconnection he sees between designers and users, producers and consumers, and tech elites and the rest of us. The recent Cambridge Analytica and Russian misinformation scandals exemplify the imbalance of a digital world that puts profits before inclusivity and democracy. In search of a more democratic internet, Srinivasan takes us to the mountains of Oaxaca, East and West Africa, China, Scandinavia, North America, and elsewhere, visiting the “design labs” of rural, low-income, and indigenous people around the world. He talks to a range of high-profile public figures—including Elizabeth Warren, David Axelrod, Eric Holder, Noam Chomsky, Lawrence Lessig, and the founders of Reddit, as well as community organizers, labor leaders, and human rights activists.. To make a better internet, Srinivasan says, we need a new ethic of diversity, openness, and inclusivity, empowering those now excluded from decisions about how technologies are designed, who profits from them, and who are surveilled and exploited by them.

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.

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.

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.

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.

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. **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.

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. Although start-ups represent a major phenomenon in the USA, they also create skepticism and even suspicion, perhaps because of the excesses of the Internet bubble. Apple, Microsoft, Intel, Cisco, Yahoo and Google were all start-ups and these success stories show that the phenomenon is not mere speculation. The goal of this book is to show start-ups from a different angle. Start-ups are created by individuals who are passionate and who have dreams. Therefore this work should not only be read by specialists of innovation or by high tech entrepreneurs, but also by anyone interested in the history and economics of start-ups. The book is presented in two parts: it begins with a presentation of Silicon Valley start-ups, which ends with a description of the ecosystem of this region. The second part is dedicated to Europe, where the start-up phenomenon has failed in comparison. The main message is that it is absolutely necessary to take more inspiration from Silicon Valley.

NATIONAL BESTSELLER • The gripping story of Elizabeth Holmes and Theranos—one of the biggest corporate frauds in history—a tale of ambition and hubris set amid the bold promises of Silicon Valley, rigorously reported by the prize-winning journalist. With a new Afterword. “Chilling ... Reads like a thriller ... Carreyrou tells [the Theranos story] virtually to perfection.” —The New York Times Book Review In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with its breakthrough device, which performed the whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes’s worth at an estimated \$4.5 billion. There was just one problem: The technology didn’t work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from journalists to their own employees. *The Peopling of Silicon Valley, 1940 to the Present Day: An Oral History* puts a human face on the Valley. It does not pretend to be a history of the entire Valley during this period or of the technology industries for which the place is now famous. This is a personal history of a cross section of the people who have settled here and of the place they call home with just enough of the technology story to make it interesting. The book encompasses the five great migrations to the Valley since World War II: the GIs, Lockheed, the chip makers, the minicomputer folks, and the software and web developers. Each is, if not the dominant group, at least a group representative of a particular period that lasted fifteen years or more. Each wave of people brought with it both increased economic prosperity and social change. This is their story, told as much as possible in their own words. What accounts for the growing income inequalities in Silicon Valley, despite huge technological and economic strides? Why have the once-powerful labor unions declined in their influence? This book examines these questions from a fresh perspective: that provided by the history of women in Silicon Valley in the twentieth century.

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.

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.

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 NEW YORK TIMES BESTSELLER. ONE OF THE NEW YORK TIMES'S 10 BEST BOOKS OF 2020. Named one of the Best Books of 2020 by The Washington Post, NPR, the Los Angeles Times, ELLE, Esquire, Parade, Teen Vogue, The Times (UK), Fortune, Glamour, Town & Country, Apartment Therapy, Good Housekeeping, Electric Literature, Self, The Week (UK) and BookPage. One of Amazon's Best 100 Books of 2020. A New York Times Book Review Editors' Choice and a January 2020 IndieNext Pick. "A definitive document of a world in transition: I won't be alone in returning to it for clarity and consolation for many years to come." --Jia Tolentino, author of *Trick Mirror: Reflections on Self-Delusion* The prescient, page-turning account of a journey in Silicon Valley: a defining memoir of our digital age In her mid-twenties, at the height of tech industry idealism, Anna Wiener—stuck, broke, and looking for meaning in her work, like any good millennial--left a job in book publishing for the promise of the new digital economy. She moved from New York to San Francisco, where she landed at a big-data startup in the heart of the Silicon Valley bubble: a world of surreal extravagance, dubious success, and fresh-faced entrepreneurs hell-bent on domination, glory, and, of course, progress. Anna arrived amidst a massive cultural shift, as the tech industry rapidly transformed into a locus of wealth and power rivaling Wall Street. But amid the company ski vacations and in-office speakeasies, boyish camaraderie and ride-or-die corporate fealty, a new Silicon Valley began to emerge: one in far over its head, one that enriched itself at the expense of the idyllic future it claimed to be building. Part coming-of-age-story, part portrait of an already-bygone era, Anna Wiener's memoir is a rare first-person glimpse into high-flying, reckless startup culture at a time of unchecked ambition, unregulated surveillance, wild fortune, and accelerating political power. With wit, candor, and heart, Anna deftly charts the tech industry's shift from self-appointed world savior to democracy-endangering liability, alongside a personal narrative of aspiration, ambivalence, and disillusionment. Unsparing and incisive, *Uncanny Valley* is a cautionary tale, and a revelatory interrogation of a world reckoning with consequences its unwitting designers are only beginning to understand.

Winner of the William G. Bowen Prize Named a "Triumph" of 2018 by New York Times Book Critics Shortlisted for the 800-CEO-READ Business Book Award The untold history of the surprising origins of the "gig economy"--how deliberate decisions made by consultants and CEOs in the 50s and 60s upended the stability of the workplace and the lives of millions of working men and women in postwar America. Over the last fifty years, job security has cratered as the institutions that insulated us from volatility have been swept aside by a fervent belief in the market. Now every working person in America today asks the same question: how secure is my job? In *Temp*, Louis Hyman explains how we got to this precarious position and traces the real origins of the gig economy: it was created not by accident, but by choice through a series of deliberate decisions by consultants and CEOs--long before the digital revolution. Uber is not the cause of insecurity and inequality in our country, and neither is the rest of the gig economy. The answer to our growing problems goes deeper than apps, further back than outsourcing and downsizing, and contests the most essential assumptions we have about how our businesses should work. As we make choices about the future, we need to understand our past.

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

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.

Looks at the high technology industries of the Silicon Valley, arguing that it provides an illustration of environmental inequality and racism.

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 began and the forces that have propelled its unprecedented growth.

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 x 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.

How Google, Facebook and Amazon threaten our Democracy What is the impact of surveillance capitalism on our right to free speech? The Internet once promised to be a place of extraordinary freedom beyond the control of money or politics, but today corporations and platforms exercise more control over our ability to access information and share knowledge to a greater extent than any state. From the online calls to arms in the thick of the Arab Spring to the contemporary front line of misinformation, Jillian York charts the war over our digital rights. She looks at both how the big corporations have become unaccountable censors, and the devastating impact it has had on those who have been censored. In *Silicon Values*, leading campaigner Jillian York, looks at how our rights have become increasingly undermined by the major corporations desire to harvest our personal data and turn it into profit. She also looks at how governments have used the same technology to monitor citizens and threatened our ability to communicate. As a result our daily lives, and private thoughts, are being policed in an unprecedented manner. Who decides the difference between political debate and hate speech? How does this impact on our identity, our ability to create communities and to protest? Who regulates the censors? In response to this threat to our democracy, York proposes a user-powered movement against the platforms that demands change and a new form of ownership over our own data.

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.

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.

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