

# You Can Make A Difference In Silicon Valley

Down and Out in Silicon Valley  
Regional Advantage  
111 Places in Silicon Valley That You Must Not Miss  
Silicon Valley Geek  
Silicon Valley  
The Chinese in Silicon Valley  
Secrets of Silicon Valley  
Indian Entrepreneurs in Silicon Valley  
Silicon Valley  
Angels in the Silicon  
The Global Silicon Valley Handbook  
The Devil in Silicon Valley  
Understanding Silicon Valley  
The Evolution of Silicon Valley  
ALMOST Make It New  
Once You're Lucky, Twice You're Good  
Making Silicon Valley  
You Can Make a Difference in Silicon Valley  
Silicon Valley, Women, and the California Dream  
Mel Krantzler AnnaLee Saxenian Floriana Petersen Michael Rogers Ashlee Vance  
Bernard P. Wong Deborah Perry Piscione Felipe Lamounier Richard Theodor Kusiolek  
Michael Moe Stephen J. Pitti Martin Kenney Hap Klopp Barry M. Katz Sarah Lacy Christophe Lecuyer Tom Hayes Glenna Matthews

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like icarus flying too close to the sun many once promising dot com entrepreneurs have been burned by overweening ambition and come crashing to the ground besides the economic wreckage left in the wake of their high flying dreams there is also a good deal of psychological turmoil psychologists mel krantzler and his wife pat both counselors who have helped hundreds of managers and ceos of high tech companies cope with dreams turned to nightmares expose the shadowy side of silicon valley in this revealing book

about the personal costs of success in addition to being a psychologist dr krantzler is also a trained economist his economic expertise combined with his psychology practice enables him to uniquely illuminate silicon valley s culture from both perspectives this is the first book to explode the romanticized myth of silicon valley which is still so prevalent in advertising and the media what you never hear about this mecca of high tech culture is that it has one of the highest divorce rates in the world more children who are psychologically disturbed than in less affluent areas almost no affordable decent housing even for those earning 50 000 a year and widespread alcohol and drug use what the krantzlers make clear is that aside from the simple geographical designation silicon valley is the name for a psychological obsession found any place where people believe that instant fame and fortune can be gained through silicon chips and sites this dream nourishes itself on an illusion of power and instant gratification and like heroin and cocaine it is highly addictive promising total happiness but often ending in disarray and despair based on interviews with many silicon valley executives who have decided to change their lives to achieve true well being for themselves and their families this book concludes with a formula for real success a well rounded balanced and fully human life

the result of numerous interviews with executives entrepreneurs and policy makers this analysis highlights the importance of local sources of competitive advantage in a volatile world economy it also underscores the need to develop regional as well as national and sectoral economic policies

the ultimate insider s guide to silicon valley features interesting and unusual places not found in traditional travel guides part of the international 111 places 111 shops series with over 250 titles and 1 5 million copies in print worldwide appeals to both the local market more than 3 million people call silicon valley home and the tourist market fully illustrated with 111 full page color photographssilicon valley has become the mesopotamia of the digital age built on cycles of innovation and disruption monstrous ambition and a steady supply of labor and capital yet for all that s known about companies like apple google and facebook and the personas behind those companies the culture of silicon valley remains elusive and contradictory even to many locals this unique guidebook written by longtime local floriana petersen takes you on an insider s tour of 111 cool offbeat and very compelling places that offer insight into the evolving character of silicon valley visit

the cantor arts center at stanford to see drawings done by leland jr stanford after whom the university was named after his death at age 15 in 1884 sit at the rosewood hotel bar to witness the mating habits of venture capitalists go to the music menlo festival to listen some of the best chamber music to be found anywhere in the country enjoy the stanford powwow a festival to celebrate some of the great american indian tribes of northern california visit steve job s final resting place or spend an afternoon at the hakone japanese gardens explore the filoli estate a living testimony to the wealthy families who used the gold rush to build the infrastructure that has become silicon valley

silicon valley the heart of america s advanced computer business in california is the place where the future is being shaped where the wildest electronic fantasies are already commonplace or out of date where fortunes are made or lost on an idea where science and commerce are inextricably and sometimes uncomfortably linked here men and women stake their lives their fortunes their careers their marriages on the dream of that one scientific breakthrough it s a game for the smart the young the tough it s a game that burt mathias has won but for how long mathias is a self made businessman who built the computer firm solitron into a multimillion dollar corporation his college friend and partner alan steinberg is the computer genius of the operation who explores the farthest reaches of computer intelligence while mathias manages the finances but mathias stands on the brink of personal and professional ruin about to lose both his wife and his business to save solitron from bankruptcy he must gamble everything on whether steinberg can perfect the first computer ever to simulate human consciousness and once the job is complete there is only one way to prove this remarkable ability to the incredulous world the turing test which will match the electronic intelligence against the human mind which will make burt mathias either a victor or a laughingstock and which will rouse man s deepest fears of being replaced by artificial life as the deadline approaches the race to test the computer changes the lives of everyone connected to solitron diane caswell mathias beautiful wife who is infuriated by her own discovery of burt s greed and infidelity and uses her skills as a computer programmer to wreak vengeance maralee sonderson a cold midwestern beauty whose intelligence and competitiveness have made her a top correspondent at the new york times and who finds in silicon valley and burt mathias the scoop of her career martha the magnificent the pseudonym of a brilliant but shy and painfully thin woman

whose home brew computer novels send steinberg off in search of her vincent thomas the stanford professor whose services are commandeered by solitron and whose excitement at completing such a program makes him only slightly less suspicious of mathias veiled threats silicon valley is an absorbing prophetic novel set among the possibilities and probabilities of the computer age where success hinges on the speculative advances of modern technology and the unpredictable turns of human emotion jacket

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

bernard wong examines the complex role of chinese american scientists and engineers in their ever increasing role in silicon valley where those who settle there must learn how to prosper despite a changing cultural identity changes in family life and new citizenship

offers silicon valley as a productive example of entrepreneurship and innovation noting how the region has demonstrated continued growth and investor interest in spite of economic setbacks elsewhere in the world

when i first arrived in silicon valley i thought i knew what i was doing i was wrong but

luckily i made connections along the way that eventually led me to leave behind everything i had learned about building successful companies products and projects to rethink the way it is built here in silicon valley this led me to delve into discerning the reasons why the silicon valley ecosystem is such a special and unique place to understand why it was in silicon valley where all the technology that s had a significant impact on our lives in the last five decades was made from the personal computer and first internet connection to the smartphone and even the latest technologies like google facebook airbnb uber whatsapp and others these creations have changed the way we do business make relationships study transport host have fun and communicate after learning what makes silicon valley such a magnet for the brightest minds in the world i decided to put these key lessons learned in an organized way into this book to help individuals startups and companies around the world understand how to learn from silicon valley

meet thaddeus sikorski a herculean third generation american courageous persevering and surprisingly steadfast father of this tragic odyssey to love and protect his angel children after losing his first love 18 year old thad enlist and goes on to become a vietnam war combatant a san francisco progressive street revolutionary a graduate business student an internet related technology visionary husband and a global business leader in between entrepreneurial misadventures he manages to save the life of an american president struggles with a psychopathy attorney and murderer discovers the truth about silicon valley s justice system experiences the economic hollowing out brought on by the outsourcing of silicon valley technologies and survives the emotions of remaining true to his love for his children this extraordinary journey travels through three decades of the american technology and cultural landscape author richard kusiolek paid much attention to the details of everyday life of an entrepreneur in silicon valley angels in the silicon encapsulates the experience of living in silicon valley for three decades of rapid technology progress economic change and a politically correct progressive judiciary the novel angels in the silicon has a powerful american story to tell you will learn the naked truth of living in northern california s silicon valley

a fun and practical guide to thrive not only in silicon valley but in the emerging global silicon valley silicon valley has become synonymous with big ideas start ups and inventing the future but today the magic of silicon valley has gone viral and global from austin to

boston from shanghai to dubai a global silicon valley is emerging in the global silicon valley handbook bestselling author venture capitalist and global thought leader michael moe maps out an insider's guide to silicon valley and the hottest emerging markets from around the world the book highlights need to knows including who the top vcs and angel investors are phrases to avoid in a pitch and even where to close a deal over dinner or beers the global silicon valley handbook inspires the entrepreneur in 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

what has made silicon valley such a fertile breeding ground for new technologies and new firms how did its pioneering achievements begin and what forces have propelled its unprecedented growth this volume begins by tracing the development of the electronics

industry in silicon valley back to the founding of federal telegraph in 1908 and discusses the role played by defense spending and the relationship with stanford university it continues with an assessment of institutions which specialize in new firm formation law firms and venture capitalists which together with labor mobility and close inter firm relationships are responsible for silicon valley s unique ability to foster technological advances finally silicon valley is shown to be an ecosystem of interacting institutions individuals a culture that encourages and nurtures entrepreneurship and an environment characterized by the development of a trust based on performance which makes it uniquely permeable to new ideas and talented individuals

this thoughtfully arranged tribute showcases over five hundred high resolution photographs as it traces the evolution of silicon valley from a bucolic farming community into the global leader of technology and innovation journey through the wild days of the gold rush meander through the idyllic era of agriculture and receive an insiders look into why the invention of the microchip personal computer and internet all happened here this book serves as a tribute to the region where fortunes are made and the only constant is change itself

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

traces the stories of entrepreneurs who rose from the ashes of the dot com bust to create groundbreaking new companies in an account that documents the success stories of such examples as facebook myspace and youtube

in making silicon valley christophe lécuyer shows that the explosive growth of the personal computer industry in silicon valley was the culmination of decades of growth and innovation in the san francisco area electronics industry using the tools of science and technology studies he explores the formation of silicon valley as an industrial district from its beginnings as the home of a few radio enterprises that operated in the shadow of rca and other east coast firms through its establishment as a center of the electronics industry and a leading producer of power grid tubes microwave tubes and semiconductors he traces the emergence of the innovative practices that made this growth possible by following key groups of engineers and entrepreneurs he examines the forces outside silicon valley that shaped the industry in particular the effect of military patronage and procurement on the growth of the industry and on the development of technologies and considers the influence of stanford university and other local institutions of higher learning lécuyer argues that silicon valley s emergence and its growth were made possible by the development of unique competencies in manufacturing in product engineering and in management entrepreneurs learned to integrate invention design manufacturing and sales logistics and they developed incentives to attract and retain a skilled and motivated workforce the largest silicon valley firms including eitel mccullough eimac litton industries varian associates fairchild semiconductor and intel dominated the american markets for advanced tubes and semiconductors and because of their innovations in manufacturing design and management served as models and incubators for other electronics ventures in the area

what accounts for the growing income inequalities in silicon valley despite huge technological and economic strides why have the once powerful labor unions declined in



their influence how are increasing waves of immigration and ethnic diversity changing the workplace in the valley silicon valley women and the california dream examines these questions from a fresh perspective that provided by the history of women in silicon valley in the twentieth century silicon valley is internationally renowned it is less well known however that the valley once contained the world s largest concentration of fruit processing plants set in a sea of fruit orchards despite the many differences between the fruit and electronics industries one important thread connects them the production workers have been preponderantly immigrant women in the early part of the twentieth century the newcomers came primarily from southern europe in the latter part of the century they came mostly from asia and latin america especially mexico the author examines both industries both work forces and the changing nature of the local power structure although she documents the many sources of vitality and ferment that have undergirded the region s economic might she also demonstrates that its wealth has not been equally distributed

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