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Factory: Bell Labs
And The Great
Age Of American
Innovation

The Idea Factory: Bell Labs And The Great Age Of American Innovation

Documents the race to
seal the BP well in the

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Gulf of Mexico, describing how Deepwater Horizon challenged the world's leading scientists and engineers to stop the leak and discover why it exploded in the first place.

This classic history of America's high-stakes quest to dominate the skies is "a gripping technothriller in which

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the technology is real"
(New York Times Book
Review). From the
development of the U-2
to the Stealth fighter,
Skunk Works is the true
story of America's most
secret and successful
aerospace operation. As
recounted by Ben Rich,
the operation's brilliant
boss for nearly two
decades, the chronicle
of Lockheed's legendary

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Skunk Works is a drama of Cold War

confrontations and Gulf

War air combat, of

extraordinary feats of

engineering and human

achievement against

fantastic odds. Here are

up-close portraits of the

maverick band of

scientists and engineers

who made the Skunk

Works so renowned.

Filled with telling

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personal anecdotes and high adventure, with narratives from the CIA and from Air Force pilots who flew the many classified, risky missions, this book is a riveting portrait of the most spectacular aviation triumphs of the twentieth century.

"Thoroughly engrossing." --Los Angeles Times Book

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Review

*A Wall Street Journal
Business Bestseller* □ A
deeply reported and
business-savvy
chronicle of Tesla's wild
ride. □ □ Walter Isaacson,
New York Times Book
Review Power Play is
the riveting inside story
of Elon Musk and
Tesla's bid to build the
world's greatest
car □ from award-winning

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Wall Street Journal tech and auto reporter Tim Higgins Elon Musk is among the most controversial titans of Silicon Valley. To some he's a genius and a visionary; to others he's a mercurial huckster. Billions of dollars have been gained and lost on his tweets; his personal exploits are the stuff of tabloids. But for all his

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outrageous talk of mind-uploading and space travel, his most audacious vision is the one closest to the ground: the electric car. When Tesla was founded in the 2000s, electric cars were novelties, trotted out and thrown on the scrap heap by carmakers for more than a century. But where most onlookers

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saw only failure, a small band of Silicon Valley engineers and entrepreneurs saw opportunity. The gas-guzzling car was in need of disruption. They pitted themselves against the biggest, fiercest business rivals in the world, setting out to make a car that was quicker, sexier, smoother, cleaner than

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the competition. But as the saying goes, to make a small fortune in cars, start with a big fortune. Tesla would undergo a hellish fifteen years, beset by rivals, pressured by investors, hobbled by whistleblowers, buoyed by its loyal supporters. Musk himself would often prove Tesla's worst enemy—his antics

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more than once took the company he had initially funded largely with his own money to the brink of collapse. Was he an underdog, an antihero, a conman, or some combination of the three? Wall Street Journal tech and auto reporter Tim Higgins had a front-row seat for the drama: the pileups, wrestling for control,

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meltdowns, and the unlikely outcome of all, success. A story of power, recklessness, struggle, and triumph, *Power Play* is an exhilarating look at how a team of eccentrics and innovators beat the odds—and changed the future.

An acclaimed travel writer examines the connection between

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surroundings and
innovative ideas,
profiling examples in
such regions as early-

twentieth-century
Vienna, Renaissance
Florence, ancient
Athens, and Silicon
Valley. --Publisher

The 737 Max Tragedy
and the Fall of Boeing
SUMMARY - The Idea
Factory: Bell Labs And
The Great Age Of

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American Innovation
And The Great
Age Of American
Phish, Insane Clown
Posse, and My
Misadventures with
Two of Music's Most
Maligned Tribes
How Two Americans
Invented the Microchip
and Launched a
Revolution
The Industrial Ideal in
American Agriculture
An Epic Journey Into

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Greenland's Buried Past
and Our Perilous Future

Two Dozen American

Programmers, Three

Years, 4,732 Bugs, and

One Quest for

Transcendent Software

History, Theory and

Design

THE SUNDAY

TIMES AND NEW

YORK TIMES

BESTSELLER

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'Superb ... It is
tremendous fun,
tremendously

told' Tom

Whipple, The

Times 'A fluid

intellectual

thriller' Daily

Telegraph From

the global

bestselling author

of The Big Short,

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the gripping story
of the maverick
scientists who
hunted down

Covid-19 'It's a
foreboding,' she
said. 'A knowing
that something is
looming around
the corner. Like
how when the
seasons change

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you can smell Fall
in the air right
before the leaves
change and the
wind turns cold.'

In January 2020,
as people started
dying from a new
virus in Wuhan,
China, few really
understood the
magnitude of

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what was happening. Except, that is, a small group of scientific misfits who in their different ways had been obsessed all their lives with how viruses spread and replicated -

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and with why the governments and the institutions that were supposed to look after us, kept making the same mistakes time and again. This group saw what nobody else did. A pandemic was

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coming. We
weren't prepared.
The Premonition
is the
extraordinary
story of a group
who anticipated,
traced and hunted
the coronavirus;
who understood
the need to think
differently, to

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learn from
history, to
question
everything; and to
do all of this fast,
in order to act, to
save lives,
communities,
society itself. It's
a story about the
workings of the
human mind;

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about the failures
and triumphs of
human judgement
and imagination.

It's the story of
how we got to
now. 'Lewis is a
master of his
form' Sunday
Times

Ask consumers
and users what

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names they
associate with the
multibillion dollar
personal
computer market,
and they will
answer IBM,
Apple, Tandy, or
Lotus. The more
knowledgable of
them will add the
likes of Microsoft,

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Ashton-Tate,
Compaq, and
Borland. But no
one will say
Xerox. Fifteen

years after it
invented personal
computing, Xerox
still means "copy."
Fumbling the
Future tells how
one of America's

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leading corporations invented the technology for one of the fastest-growing products of recent times, then miscalculated and mishandled the opportunity to fully exploit it. It

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is a classic story of how innovation can fare within large corporate structures, the real-life odyssey of what can happen to an idea as it travels from inspiration to implementation. More than

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anything,
Fumbling the
Future is a tale of
human beings
whose talents,
hopes, fears,
habits, and
prejudices
determine the fate
of our largest
organizations and
of our best ideas.

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In an era in which
technological
creativity and
economic change
are so critical to
the
competitiveness
of the American
economy,
Fumbling the
Future is a
parable for our

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times.
And The Great
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Innovation

Barely fifty years ago a computer was a gargantuan, vastly expensive thing that only a handful of scientists had ever seen. The world's brightest engineers were stymied in their

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quest to make
these machines
small and
affordable until
the solution
finally came from
two ingenious
young Americans.
Jack Kilby and
Robert Noyce hit
upon the stunning
discovery that

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would make
possible the
silicon microchip,
a work that would
ultimately earn
Kilby the Nobel
Prize for physics
in 2000. In this
completely
revised and
updated edition of
The Chip, T.R.

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Reid tells the gripping adventure story of their invention and of its growth into a global information industry. This is the story of how the digital age began.

Describes the

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development of
the Apple
Macintosh
through a variety
of anecdotes,
photographs, and
sketches.

Ten Emerging
Technologies
That'll Improve
And/or Ruin
Everything

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Organizing
And The Great
Genius
Age Of American
Dealers of
Innovation
Lightning
I'm Feeling Lucky
Bell Labs
Memoirs
A Mind at Play
The Race to Kill
the BP Oil Gusher
Turing's
Cathedral

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Drawing from a
variety of
disciplines,
including
design,
economics,
public policy,
organizational
theory,
science and
technology
studies,

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sociology, and

And The Great
even cognitive

Age Of American
psychology and

Innovation
epistemology,

The Fifth Wave

is a must-read

for anyone

concerned with

the future of

higher

education in

our society.

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What will the world of tomorrow be like? How does progress happen? And why don't we have a lunar colony already? In this witty and entertaining

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Factory: Bell Labs
book, Kelly
and Zach
Weinersmith
Innovation

give us a
snapshot of
the
transformative
technologies
that are
coming next -
from robot
swarms to

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nuclear fusion
And The Great
powered-
Age Of American
toasters - and
Innovation
explain how
they will
change our
world in
astonishing
ways. By
weaving
together their
own research,

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Interviews
And The Great
Age Of American
Innovation
with
pioneering
scientists and

Zach's

trademark

comics, the

Weinersmiths

investigate

why these

innovations

are needed,

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how they would

work, and what

is standing in

Age Of American

Innovation

their way.

A brilliant

book by Nobel

Prize winner

Eric R.

Kandel, The

Age of Insight

takes us to

Vienna 1900,

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where leaders
And The Great
in science,
Age Of American
medicine, and
Innovation
art began a
revolution
that changed
forever how we
think about
the human
mind—our
conscious and
unconscious

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thoughts and emotions—and how mind and brain relate to art. At the turn of the century, Vienna was the cultural capital of Europe. Artists and

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scientists met
in glittering
salons, where
they freely
exchanged
ideas that led
to
revolutionary
breakthroughs
in psychology,
brain science,
literature,

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Factory: Bell Labs
and art.
Kandel takes
us into the
world of

Vienna to
trace, in rich
and rewarding
detail, the
ideas and
advances made
then, and
their enduring

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influence
And The Great
Age Of American
Innovation

today. The
Vienna School
of Medicine
led the way
with its
realization
that truth
lies hidden
beneath the
surface. That
principle

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infused
And The Great
Viennese
Age Of American
culture and
Innovation
strongly

influenced the
other pioneers
of Vienna
1900. Sigmund
Freud shocked
the world with
his insights
into how our

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everyday
And The Great
unconscious
Age Of American
aggressive and
Innovation
erotic desires

are repressed
and disguised
in symbols,
dreams, and
behavior.

Arthur
Schnitzler
revealed

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women's
And The Great
unconscious
Age Of American
sexuality in
Innovation
his novels
through his
innovative use
of the
interior
monologue.
Gustav Klimt,
Oscar
Kokoschka, and

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Egon Schiele
And The Great
Age Of American
Innovation

created
startlingly
evocative and
honest
portraits that
expressed
unconscious
lust, desire,
anxiety, and
the fear of
death. Kandel

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And The Great
Age Of American
Innovation

tells the
story of how
these pioneers
—Freud,
Schnitzler,
Klimt,
Kokoschka, and
Schiele—inspir
ed by the
Vienna School
of Medicine,
in turn

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influenced the
founders of
the Vienna
School of Art
History to ask
pivotal
questions such
as What does
the viewer
bring to a
work of art?
How does the

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beholder
And The Great
respond to it?
Age Of American
These
Innovation
questions

prompted new
and ongoing
discoveries in
psychology and
brain biology,
leading to
revelations
about how we

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And The Great
Age Of American
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see and
perceive, how
we think and
feel, and how
we respond to
and create
works of art.
Kandel, one of
the leading
scientific
thinkers of
our time,

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Factory: Bell Labs
places these
And The Great
five
Age Of American
innovators in
Innovation
the context of
today's
cutting-edge
science and
gives us a new
understanding
of the
modernist art
of Klimt,

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Kokoschka, and

And The Great
Schiele, as

Age Of American

well as the
Innovation

school of

thought of

Freud and

Schnitzler.

Reinvigorating

the

intellectual

enquiry that

began in

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Vienna 1900,
And The Great
The Age of
Age Of American
Innovation

Insight is a
wonderfully
written,
superbly
researched,
and
beautifully
illustrated
book that also
provides a

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And The Great

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foundation for
future work in
neuroscience
and the

humanities. It

is an

extraordinary

book from an

international

leader in

neuroscience

and

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intellectual
history.
The third book
to be released
as part of the
Writers in
Residence
series is
written by
Canadian
cultural
literary giant

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Douglas
And The Great
Coupland.
Age Of American
Innovation

Coupland takes
readers on a
web surfing-
inspired ride
through Alcate
l-Lucent: one
of the largest
global telecom
munications
companies in

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the world.
And The Great
Coupland, with
Age Of American
Magnum
Innovation
photographer
Olivia Arthur,
reports from
inside
Alcatel's
faceless
corporate
offices and
wire-laden

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science labs,
And The Great
writing in his
Age Of American
inimitably
Innovation
playful and
insightful way
about the
wider cultural
implications
of the
Internet and
the affect
Alcatel's

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information
And The Great
technology has
Age Of American
on each of our
Innovation
lives and the

way we live. A
non-fiction
spin of
Microserfs
meets J-Pod,
here comes
Coupland's
wildly funny

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And The Great
Age Of American
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meditation on
the Internet,
its future and
our possible
future within
it, in ways we
would only
hope for and
expect from
Douglas
Coupland.

The Secrets of

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Creative
And The Great
Collaboration
Age Of American
Revolution in
Innovation
The Valley

Unix

The Quest to
Understand the
Unconscious in
Art, Mind, and
Brain, from
Vienna 1900 to
the Present

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A Personal
And The Great
Memoir of My
Age Of American
Years of
Innovation
Lockheed

Flying Blind

High Quality

Horn

Loudspeaker

Systems

Fumbling the

Future

Their story

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*takes us
through a maze
of dead ends
and*

*exhilarating
breakthroughs
as they and
their*

*colleagues
wrestle not
only with the
abstraction of*

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*code but with
the unpredicta
bility of
human*

*behavior,
especially
their own.*

*Along the way,
we encounter
black holes,
turtles,
snakes,*

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*dragons, axe-
sharpening,
and yak-
shaving—and
take a guided
tour through
the theories
and methods,
both brilliant
and misguided,
that litter
the history of*

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software
development,
from the
famous
"mythical man-
month" to
Extreme
Programming.
Not just for
technophiles
but for anyone
captivated by

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Innovation

*the drama of
invention,
Dreaming in
Code offers a
window into
both the
information
age and the
workings of
the human
mind.*

Twenty five

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Age Of American

Innovation

*years ago, it
didn't exist.
Today, twenty
million people
worldwide are
surfing the
Net. Where
Wizards Stay
Up Late is the
exciting story
of the
pioneers*

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*responsible
for creating
the most
talked about,
most
influential,
and most far-
reaching
communications
breakthrough
since the
invention of*

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the telephone.

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where regarded

as mere giant

calculators,

J.C.R.

Licklider at

MIT saw them

as the

ultimate

communications

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devices. With
And The Great
Defense

Department
Innovation

funds, he and

a band of

visionary

computer

whizzes began

work on a

nationwide,

interlocking

network of

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computers.

And The Great

Age Of American

Innovation

*Taking readers
behind the
scenes, Where*

Wizards Stay

Up Late

captures the

hard work,

genius, and

happy

accidents of

their daring,

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*stunningly
successful
venture.*
** Our summary
is short,
simple and
pragmatic. It
allows you to
have the
essential
ideas of a big
book in less*

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*than 30
minutes. In
this summary,
you'll learn
all about the
origins of
modern
communications
by delving
into the
history of
Bell*

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Laboratories.

And The Great

You'll

Age Of American

understand how

Innovation

innovation

comes about

through the

collaboration

of ingenious

and creative

minds. You

will also

realize that :

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*the success of
a company
depends above
all on the
vision of the
people who
make it up;
intellectual
curiosity and
audacity are
two virtues
that bring*

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Innovation

*creativity;
technological
innovations
are based on
collective and
interdisciplin
ary work; bell
laboratories
have above all
worked to
reenchant
science.*

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Founded in 1925, Bell Laboratories was created to develop the R&D (research and development) of American Telephone & Telegraph (AT&T), which

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*then held a
monopoly in
the telecommun
ications*

*sector. The
goal was to
create a
system capable
of connecting
two people
wherever they
were and*

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Factory; Bell Labs

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Innovation

*whatever the
time of day.
Today, this is
not only the
case, but it
is also
possible to
exchange
images and
different
types of data.
Tens of*

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Innovation

*thousands of
scientists
have succeeded
one another,
over several
decades, to
bring this
vision to
life. The Idea
Factory,
traces the
lives of some*

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Factory: Bell Labs
of them:
Mervin Kelly,
Jim Fisk,
William
Shockley,
Claude
Shannon, John
R. Pierce. All
are bound by
the faith they
put into the
mission of

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Bell
Laboratories.

**Buy now the
summary of
this book for
the modest
price of a cup
of coffee!*

*"From the
director of
the famed MIT
Media*

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Innovation

Laboratory

comes an

exhilarating

behind the-

scenes

exploration of

the research

center where

our nation's

foremost

scientists are

creating the

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Innovation

innovative new

technologies

that will

transform our

future" --

A History and

a Memoir

Soonish

The Elixir of

Civilization

A Pandemic

Story

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Innovation

*Voices of
Innovation
Xerox PARC and
the Dawn of
the Computer
Age*

*Three Degrees
Above Zero*

"A rollicking
history of the
telephone
system and the

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hackers who
exploited its
flaws.”
—Kirkus

Reviews,
starred review
Before
smartphones,
back even
before the
Internet and
personal

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Factory: Bell Labs
And The Great
Age Of American
Innovation

computers, a
misfit group
of
technophiles,
blind
teenagers,
hippies, and
outlaws
figured out
how to hack
the world's
largest

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machine: the
And The Great
telephone
Age Of American
system.
Innovation

Starting with
Alexander
Graham Bell's
revolutionary
"harmonic
telegraph," by
the middle of
the twentieth
century the

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phone system
And The Great
had grown into
Age Of American
something
Innovation.
extraordinary,
a web of
cutting-edge
switching
machines and
human
operators that
linked
together

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And The Great
Age Of American
Innovation

millions of
people like
never before.
But the
network had a
billion-dollar
flaw, and once
people
discovered it,
things would
never be the
same.

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Age Of American
Innovation

Exploding the
Phone tells
this story in
full for the
first time. It
traces the
birth of long-
distance
communication
and the
telephone, the
rise of AT&T's

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monopoly, the
creation of
the
sophisticated
machines that
made it all
work, and the
discovery of
Ma Bell's
Achilles'
heel. Phil
Lapsley

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Age Of American
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expertly
weaves
together the
clandestine
underground of
“phone
phreaks” who
turned the
network into
their
electronic
playground,

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Factory: Bell Labs
And The Great
Age Of American
Innovation

the mobsters
who exploited
its flaws to
avoid the
feds, the
explosion of
telephone
hacking in the
counterculture
, and the war
between the
phreaks, the

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Factory: Bell Labs
phone company,
And The Great
and the FBI.
Age Of American
The product of
Innovation
extensive
original
research,
Exploding the
Phone is a gro
undbreaking,
captivating
book that
“does for the

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Factory: Bell Labs
phone phreaks
And The Great
what Steven
Age Of American
Levy's Hackers
Innovation
did for

computer

pioneers”

(Boing Boing) .

“An

authoritative,

jaunty and

enjoyable

account of

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Factory: Bell Labs
their
And The Great
sometimes
Age Of American
comical,
Innovation
sometimes

impressive and
sometimes
disquieting
misdeeds.”

—The Wall
Street Journal
“Brilliantly
researched.”

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Factory: Bell Labs
—The Atlantic
And The Great
“A
Age Of American
Innovation

fantastically
fun romp
through the
world of early
phone hackers,
who sought
free long
distance, and
in the end
helped launch

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Factory: Bell Labs
the computer
era.” —The
Age Of American
Innovation
Scientific

Freedom
outlines what
needs to be
done to
restore the
freedom that
can transform
scientific

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Factory: Bell Labs
understanding.
And The Great
The author
Age Of American
defines
Innovation

Transformative
Research
(Venture
Research) and
explains how
an initiative
might be
designed and
implemented;

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And The Great

Age Of American

Innovation

discusses the
revolutionary
concept of low-
risk, high-
reward
research;
explains the
wider
significance
of
instability,
and introduces

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the formidable

Damocles Zone;

Age Of American

Innovation

explores

threats to the

university as

an

institution;

and describes

how a

Transformative

Research

initiative

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Factory: Bell Labs
might work in
And The Great
practice.
Age Of American
Bell
Innovation

Laboratories
is one of the
world's
leading
research
centres. Bell
scientists
have won seven
Nobel prizes

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Factory: Bell Labs
in, physics,
And The Great
more than any
Age Of American
other single
Innovation

institution in
the world. In
this
engrossing
book - a blend
of popular
science, and
history
-Jeremy

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Bernstein
And The Great
Age Of American
Innovation

guides us on a
fascinating
tour of the
labs,
introducing us
to the men and
women who have
been
responsible
for some of
the greatest

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scientific
And The Great
advances of
Age Of American
this century,
Innovation
in computers
and
computation,
solid state
physics
(including the
invention and
development of
the

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Factory: Bell Labs
transistor); c
And The Great
ommunications,
Age Of American
and in
Innovation
astrophysics.

"The
fascinating
story of how
Unix began and
how it took
over the
world. Brian
Kernighan was

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And The Great
Age Of American
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a member of
the original
group of Unix
developers,
the creator of
several
fundamental
Unix programs,
and the co-
author of
classic books
like "The C

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Programming
And The Great
Language" and
Age Of American
"The Unix
Innovation.
Programming En
vironment."--
The Origins of
the Digital
Universe
How the
Digital
Magicians of
the MIT Media

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Lab Are
And The Great
Creating the
Age Of American
Innovative
Innovation
Technologies
That Will
Transform Our
Lives
The Sorcerers
and Their
Apprentices
Bell Labs and
the Great Age

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of American
And The Great
Innovation
Age Of American
The Future Is
Innovation
Better Than
You Think
Orwell's
Revenge
The Geography
of Genius
Tesla, Elon
Musk, and the
Bet of the

Download File PDF The Idea Factory: Bell Labs Century

In structure and history, Bell Labs was unique in the world.

Its discoveries and inventions (advances on its earlier invention of the transistor, the laser, UNIX, the charge-coupled device) transformed global society and helped to form the information age and

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the digital era. The collection of narratives in this book focuses on Bell Labs' peak years during the 1960s and 1970s.

Whether by accident or providence, these years correspond almost exactly with the years when William Baker led the Labs (1955 – 1973).

The chapters are mini-

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memoirs, ranging from personal background to research accounts to stories of social life at the Labs, as told by persons from every aspect of the Lab's research operations, from chauffeurs and technicians to top scientists. Bill Baker's presence runs through all the

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narratives, leading the organization and defining its tone. His personal aptitude and leadership left an indelible stamp on Bell Labs and, indeed, on global science and technology.

A shocking behind-the-scenes look at the corporate dysfunction--the ruthless cost-cutting,

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toxic workplaces, and
cutthroat
management--that
contributed to one of
the worst tragedies in
modern aviation.

Boeing is a century-
old titan of industry. It
played a major role in
the early days of
commercial flight,
World War II bombing
missions, and moon
landings, and it

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Factory: Bell Labs
remains a
cornerstone of the
U.S. economy, as well
as a linchpin in the
awesome routine of
air travel. But in 2018
and 2019, two deadly
crashes of the 737
MAX 8 took 346 lives.
The crashes exposed
a shocking pattern of
malfeasance, leading
to the biggest crisis in
the company's

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And The Great
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history--and what
could end up being
the costliest corporate
scandal in history.

How did things go so
horribly wrong at
Boeing? Flying Blind
is a definitive expos é
of the disasters that
transfixed the world.
Drawing from
exclusive interviews
with current and
former employees of

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Boeing and the FAA, industry executives and analysts, and family members of the victims, it reveals how a broken corporate culture paved the way for catastrophe. It shows how in the race to best the competition and reward top executives, Boeing skimmed on testing,

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pressured employees
to meet unrealistic
deadlines, and
convinced regulators
to put the MAX into
service without
properly equipping the
planes or their pilots
for flight. And it
examines how the
planemaker, once a
treasured American
innovator, became
obsessed with the

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bottom line--putting
shareholders over
customers,
employees, and
communities. By
Bloomberg
investigative journalist
Peter Robison, who
covered Boeing as a
beat reporter during
the company's fateful
merger with
McDonnell Douglas in
the late '90s, this is a

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searing account of a
business gone off
course. Flying Blind is
the tragic account of a
once-iconic company
that fell prey to a win-
at-all-costs mentality,
threatening an
industry and
endangering lives.

The authors
document how four
forces--exponential
technologies, the DIY

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innovator, the
Technophilanthropist,
and the Rising
Billion--are conspiring

to solve our biggest
problems.

"Abundance"
establishes hard
targets for change
and lays out a
strategic roadmap for
governments, industry
and entrepreneurs,
giving us plenty of

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reason for optimism.
This is a personal
story of the
educational process
at one of the world's
great technological
universities. This is a
personal story of the
educational process
at one of the world's
great technological
universities. Pepper
White entered MIT in
1981 and received his

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master's degree in
mechanical
engineering in 1984.

His account of his
experiences, written
in diary form, offers
insight into graduate
school life in
general—including
the loneliness and
even desperation that
can result from the
intense pressure to
succeed—and the

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purposes of
engineering education
in particular. The first
professor White met
at MIT told him that it
did not really matter
what he learned
there, but that MIT
would teach him how
to think. This, then, is
the story of how one
student learned how
to think. There have
of course been

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changes at MIT since
1984, but its essence
is still the same.

White has added a
new preface and
concluding chapter to
this edition to bring
the story of his
continuing education
up to date.

How Xerox Invented,
then Ignored, the First
Personal Computer
The Confessions of

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Factory: Bell Labs
Google Employee
Number 59
Crystal Fire
Abundance
A Hole at the Bottom
of the Sea
Learning to Think at
MIT
Where Wizards Stay
Up Late
The Premonition
The Idea
FactoryBell

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Labs and the
Great Age of
American Innova
tion Penguin

How did
computers take
over the world?
In late 1945, a
small group of
brilliant
engineers and
mathematicians
gathered at the

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Factory: Bell Labs
newly created
Institute for
Advanced Study
in Princeton,
New Jersey.

Their
ostensible goal
was to build a
computer which
would be
instrumental in
the US
government's

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race to create
And The Great
a hydrogen
Age Of American
bomb. The
Innovation
mathematicians
themselves,
however, saw
their project
as the
realization of
Alan Turing's
theoretical
'universal
machine.' In

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Factory: Bell Labs
Turing's
Cathedral,
George Dyson
vividly re-

creates the
intense experim
entation,
incredible
mathematical
insight and
pure creative
genius that led
to the dawn of

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And The Great
Age Of American
Innovation

the digital universe, uncovering a wealth of new material to bring a human story of extraordinary men and women and their ideas to life. From the lowliest iPhone app to

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And The Great
Age Of American
Innovation

Google's sprawling metazoan codes, we now live in a world of self-replicating numbers and self-reproducing machines whose origins go back to a 5-kilobyte matrix that still holds

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clues as to
what may lie
ahead.

An award-
winning
documentary
photographer
delivers a
stunning visual
history of the
Silicon Valley
technology
boom, in which

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And The Great

Age Of American

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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 eye-
opening
chronicle of

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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

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And The Great
Age Of American
Innovation

world In the
spring of 1985,
a technological
revolution was
under way in
Silicon Valley,
and documentary
photographer
Doug Menezes was
there in search
of a
story—something
big. At the

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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

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to transform
education.
Menezes had
found his
story: he
proposed to
photograph Jobs
and his
extraordinary
team as they
built this new
computer, from
conception to

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product launch.
And The Great
Age Of American
Innovation
In an amazing
act of trust,
Jobs granted
Menezes
unlimited
access to the
company, and,
for the next
three years,
Menezes was able
to get on film
the spirit and

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Factory: Bell Labs
substance of
And The Great
Age Of American
Innovation
through the day-
to-day actions
of the world's
top technology
guru. From
there, the
project
expanded to
include the
most
trailblazing

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companies in
Silicon Valley,
all of which
granted Menuetz
the same
complete access
that Jobs had.
Menuetz
photographed
behind the
scenes with
John Warnock at
Adobe, John

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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 at

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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.

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An extraordinary era was coming to its close.

With his singular behind-the-scenes access to these notoriously insular companies, Menezes was present for

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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.

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This period of rapid, radical change would affect almost 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

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Innovation

time in human
history. And
Doug Menuez was
there, a
witness to a
revolution. In
more than a
hundred
photographs and
accompanying
commentary,
Fearless Genius
captures the

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Age Of American
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human face of
innovation and
shows what it
takes to
transform
powerful ideas
into reality.

A marketing
director's
story of
working at a
startup called
Google in the

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early days of
the tech boom:
"Vivid inside
stories . . .

Engrossing"
(Ken Auletta).
Douglas Edwards
wasn't an
engineer or a
twentysomething
fresh out of
school when he
received a job

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offer from a small but growing search engine company at the tail end of the 1990s. But founders Larry Page and Sergey Brin needed staff to develop the brand identity of their

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brainchild, and
Edwards fit the
bill with his
journalistic
background at
the San Jose
Mercury News,
the newspaper
of Silicon
Valley. It was
a change of
pace for
Edwards, to say

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the least, and put him in a unique position to interact with and observe the staff as Google began its rocket ride to the top. In entertaining, self-deprecating style, he tells

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his story of participating in this moment of business and technology history, giving readers a chance to fully experience the bizarre mix of camaraderie and competition at this phenomenal

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company.
Edwards,
Google's first
director of
marketing and
brand
management,
describes the
idiosyncratic
Page and Brin,
the evolution
of the famously
nonhierarchical

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structure in
which every
employee finds
a problem to
tackle and
works
independently,
the races to
develop and
implement each
new feature,
and the many
ideas that

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never came to pass. I'm Feeling Lucky reveals what it's like to be "indeed lucky, sort of an accidental millionaire, a reluctant bystander in a sea of computer geniuses who

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changed the world. This is a rare look at what happened inside the building of the most important company of our time" (Seth Godin, author of Linchpin).

"An affectionate,

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compulsively
readable
recounting of
the early years
(1999–2005) of
Google . . .

This lively,
thoughtful
business memoir
is more
entertaining
than it really
has any right

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to be, and
should be
required
reading for
startup
aficionados.”

—Publishers
Weekly, starred
review “Edwards
recounts
Google’s
stumbles and
rise with verve

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and humor and a
generosity of
spirit. He kept
me turning the

pages of this
engrossing
tale." —Ken
Auletta, author
of Greed and
Glory on Wall
Street "Funny,
revealing, and
instructive,

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with an
insider's
perspective I
hadn't seen
anywhere
before. I
thought I had
followed the
Google story
closely, but I
realized how
much I'd missed
after

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reading—and
enjoying—this
book.” —James
Fallows, author
of China
Airborne
Fearless Genius
Kitten Clone
The Insanely
Great Story of
How the Mac Was
Made
The Fifth Wave

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Laboratories in
the Information
Age

Lessons from
the World's
Most Creative
Places

"The Most Powerful
Idea in the World argues

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that the very notion of intellectual property drove not only the invention of the steam engine but also the entire Industrial Revolution." -- Back cover.

A writer's journey with the fan bases of Phish and Insane Clown Posse describes his unexpected discovery of how both groups have

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tapped the human need
for community, a
finding that coincided
with his diagnosis of
bipolar disorder.

A prize-winning
biography of one of the
foremost intellects of
the twentieth century:
Claude Shannon, the
neglected architect of
the Information Age.
Highlights achievements
of Bell Labs as a leading

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innovator, exploring the role of its highly educated employees in developing new technologies while considering the qualities of companies where innovation and development are most successful.

The Ice at the End of the World

Exploding the Phone
Inside Alcatel-Lucent

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A Story of Steam,
Industry, and Invention
The Birth of the
Information Age
The Digital Revolution
in Silicon Valley
1985-2000
Dreaming in Code
The Age of Insight
Focuses on the human
factors behind the
invention of the
twentieth century's

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defining artifact, the
transistor, highlighting
the pride, jealousy,
and scientific

ambitions of the Bell
Labs team who
spawned the epoch-
making technology.
During the early part
of the 20th century
farming in America
was transformed from
a pre-industrial to an

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industrial activity.

This book explores the modernization of the

1920s, which saw

farmers adopt not just

new technology, but

also the financial

cultural & ideological

apparatus of

industrialism.

Uncovers the elements

of creative

collaboration by

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examining six of the century's most extraordinary groups and distill their successful practices into lessons that virtually any organization can learn and commit to in order to transform its own management into a collaborative and successful group of

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leaders. Paper. DLC:
Organizational
effectiveness - Case
studies.

In the bestselling
tradition of *The Soul
of a New Machine*,
Dealers of Lightning
is a fascinating
journey of intellectual
creation. In the 1970s
and '80s, Xerox
Corporation brought

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together a brain-trust of engineering geniuses, a group of computer eccentrics dubbed PARC. This brilliant group created several monumental innovations that triggered a technological revolution, including the first personal computer, the laser

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printer, and the graphical interface (one of the main precursors of the Internet), only to see these breakthroughs rejected by the corporation. Yet, instead of giving up, these determined inventors turned their ideas into empires that radically altered

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contemporary life and
changed the world.
Based on extensive
interviews with the
scientists, engineers,
administrators, and
executives who lived
the story, this riveting
chronicle details
PARC's humble
beginnings through its
triumph as a hothouse
for ideas, and shows

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why Xerox was never able to grasp, and ultimately exploit, the cutting-edge

innovations PARC delivered. Dealers of Lightning offers an unprecedented look at the ideas, the inventions, and the individuals that propelled Xerox PARC to the frontier

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of technohistoiy--and
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the corporate
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machinations that
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almost prevented it
from achieving
greatness.

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The Chip

The Brilliant Life of

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The definitive history of America's greatest incubator of innovation and the birthplace of some of the 20th century's most influential technologies " Filled with colorful characters and inspiring lessons . . .

The Idea Factory

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explores one of the most critical issues of our time: What causes innovation? ”

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society should best invest its research resources.” —The Wall Street Journal
From its beginnings in the 1920s until its demise in the 1980s, Bell Labs-officially, the research and development wing of AT&T-was the biggest, and arguably

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the best, laboratory for new ideas in the world. From the transistor to the laser, from digital communications to cellular telephony, it's hard to find an aspect of modern life that hasn't been touched by Bell Labs. In The Idea Factory, Jon

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brilliant and eccentric men-Mervin Kelly, Bill Shockley, Claude Shannon, John Pierce, and Bill Baker-who spent their careers at Bell Labs.

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understanding of the challenges and solutions to technological innovation. Here, after all, was where the foundational ideas on the management of innovation were born.

Greenland: a remote,

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mysterious, ice-covered rock with a population of just 56,000, has evolved from one of earth ' s last physical frontiers to its largest scientific laboratory. Locked within that vast ' white desert ' are some of our planet ' s most

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profound secrets. As
the Arctic climate
warms, and
Greenland ' s ice

melts at an
accelerating rate, the
island is evolving into
an economic and
climatological hub,
on which the future
of the world turns.

Journalist and

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historian Jon Gertner reconstructs in vivid, thrilling detail the heroic efforts of the scientists and explorers who have visited Greenland over the past 150 years – on skis, sleds, and now with planes and satellites, utilising every tool

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available to uncover the pressing secrets revealed by the ice before, thanks to climate change, it ' s too late. This is a story of epic adventures, populated by a colourful cast of scientists racing to get a handle on what will

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become of
Greenland's ice
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and, ultimately, the
Innovation
world.

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