Silicon Valley

Martin Kenney

Secrets of Silicon Valley Deborah Perry Piscione,2013-04-02 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.

Down and Out in Silicon Valley Mel Krantzler, Patricia Biondi Krantzler, 2002-02 Like Icarus flying too close to the sun, many oncepromising 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 lessaffluent 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 Web 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 Silicon Valley Edge Chong-Moon Lee, 2000 Looks at Silicon Valley's business environment, and what features have made it a fertile ground for start-up companies who develop radical and disruptive technologies.

Understanding Silicon Valley Martin Kenney,2000 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 beganand the forces that have propelled its unprecedented growth.

<u>Geek Silicon Valley</u> Ashlee Vance,2007-11-01 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.

Seeing Silicon Valley Mary Beth Meehan, Fred Turner, 2021-05-12 Also published in French as Visages de la Silicon Valley.

The Silicon Valley Challenge Christoph Keese,2016-10-17 An Insider Report from the Centre of the Digital Universe Silicon Valley shook the European economy to its core. American technology companies are the big winners of digitization. With the capacity to reach billions of people, they are aggressively making inroads into traditional industries. Digital Disruption poses a major threat to European industries such as: automotive, retail, logistics, healthcare, pharmaceuticals, banks, insurance companies and chemicals. No sector is spared from the onslaught of Silicon Valley - with dramatic consequences for workers in Europe. Who is behind Silicon Valley's enormous success? How do the founders and investors think? Where does all the money come from? Why are their universities so successful? In short: How does Silicon Valley function? Christoph Keese, a Berlin-based author and top executive of Axel Springer, the highly digitalized publishing house, lived and worked in Silicon Valley for half a year on behalf of his company. He wrote an account of his experiences in this book. It is a gripping narrative written from the epicenter of the 21st Century: vivid, memorable and well-informed. His book has become a bestseller in Germany. It is now available in English for the first time.

Silicon Valley Fever Everett M. Rogers, Judith K. Larsen, 1984-04-19 Reviewing the development of California's Silicon Valley, from the now legendary meeting of Hewlett and Packard to the development of the Stanford Research Park to the near overnight success of Apple Computers, Intel, etc., the authors present a history of the development of the technology and the amazing individuals who created it, as well as a sociological study of that technology in its local, national and international contexts. They conclude with a thought-provoking assessment of the future of Silicon Valley, the capability of the Japanese to overtake the Americans and the changes to be seen in an information society. ISBN 0-465-07821-4 : \$19.95. Valley of the Gods Alexandra Wolfe, 2017-01-10 Reporter Alexandra Wolfe's biting but admiring story of Silicon Valley, and the men and women whose hubris and ambition are changing the world. Each year, young people from around the world go to Silicon Valley to hatch an idea, start a company, strike it rich, and become powerful and famous. In "a jauntily paced anthropological look at Northern California's techtopia" (Bloomberg Businessweek), reporter and columnist for The Wall Street Journal Alexandra Wolfe follows three of these upstarts who have "stopped out" of college and real life in the hopes of becoming the next Mark Zuckerberg or Elon Musk. Meet the billionaires who go to training clubs for thirty-minute "body slams" designed to fit in with the start-up schedule; attend parties where people devour peanut butter-and-jelly sushi rolls; and date and seduce in a romantic culture in which thick glasses, baggy jeans, and a t-shirt is the costume of any sex symbol (and where a jacket and tie symbolize mediocrity). Through Wolfe's eyes, we discover how they date and marry, how they dress and live, how they plot and dream, and how they have created a business world and an economic order that has made us all devotees of them. In her blistering and hysterical examination of this new ruling class, Wolfe "offers a revealing peek inside the privilege, power, and profligacy of Silicon Valley" (Town & Country). Valley of the Gods "captures the absurdity of this brave new world, pierces the hype, but also conveys the dreams and the passions that can shape a world's economy" (USA TODAY).

The Big Score Michael S. Malone, 2021-07-20 The only contemporary history of the birth of Silicon Valley—from the reporter who

had a ringside seat to it all Over the past five decades, the tech industry has grown into one of the most important sectors of the global economy, and Silicon Valley—replete with sprawling office parks, sky-high rents, and countless self-made millionaires—is home to many of its key players. But the origins of Silicon Valley and the tech sector are much humbler. At a time when tech companies' influence continues to grow, The Big Score chronicles how they began. One of the first reporters on the tech industry beat at the San Jose Mercury-News, Michael S. Malone recounts the feverish efforts of young technologists and entrepreneurs to build something that would change the world—and score them a big payday. Starting with the birth of Hewlett-Packard in the 1930s, Malone illustrates how decades of technological innovation laid the foundation for the meteoric rise of the Valley in the 1970s. Drawing on exclusive, unvarnished interviews, Malone punctuates this history with incisive profiles of tech's early luminaries—including Nobelist William Shockley and Apple's Steve Jobs—when they were struggling entrepreneurs working 18-hour days in their garages. And he plunges us into the darker side of the Valley, where espionage, drugs, hellish working conditions, and shocking betrayals shaped the paths for winners and losers in a booming industry. A decades-long story with individual sacrifice, ingenuity, and big money at its core, The Big Score recounts the history of today's most dynamic sector through its upstart beginnings.

People's History of Silicon Valley Keith A Spencer,2019-03-07 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.

The Prince of Silicon Valley Randall Smith,2010-01-19 RISE, FALL AND RETURN The Prince of Silicon Valley traces the rise of the foremost investment banker of the Internet stock-market bubble, from the back streets of South Philadelphia to the peak of finance as the highest paid banker on Wall Street. From Cisco to Netscape to Amazon, Frank Quattrone took some of the biggest names in technology public. During the bubble years of 1999 and 2000, his California-based technology banking group led the most hot initial public offerings, which lifted the entire stock market to record heights. But after the bubble burst, the hot stocks cooled and ordinary investors lost billions. It emerged that brokers in Quattrone's firm had created lucrative investment accounts, stuffed with hot IPOs, for banking clients who became known as Friends of Frank. Some of the brokers, regulators charged, cut off other investors who refused to pay back a share of their IPO profits. And so Quattrone and his firm became embroiled in no less than four different investigations of bubble-related misconduct, culminating in two criminal trials against Quattrone for obstruction of justice, the first resulting in a mistrial, the second in a conviction in 2004. After his conviction was overturned by an appeals court in 2006, Quattrone returned in triumph to the banking business, advising no less than Internet search giant Google on corporate strategy. But the story of his fall from grace, however temporary, remains a cautionary tale of ambition gone wrong--of a Wall Street Icarus who flew too close to the sun. 'The Prince of Silicon Valley' is an absorbing noir detective story of the investigations and trials that brought him to the brink of disaster.

Valley of Genius Adam Fisher,2018-07-10 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.

The Code Margaret O'Mara, 2020-07-07 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 secondorder 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. Starting Up Silicon Valley Katherine Maxfield, 2014-04-08 From Fruit Shed to Fortune 500: The inside story of ROLM and its continuing influence on Silicon Valley Decades before Facebook, seven years before Apple, four young men were hard at work in a prune-drying shed designing "the world's toughest computer." That was the founding of ROLM Corporation, at a time when the orchards of Santa Clara County were being transformed into what would become Silicon Valley. By 1984—merely fifteen years later—ROLM was a Fortune 500 company with worldwide offices and a park-like campus. That same year, IBM bought the company in the biggest deal Silicon Valley had ever seen. By then, Silicon Valley was the world's center of innovation, with a hallmark culture very different from the rest of corporate America. ROLM set the benchmark for that culture by providing significant financial rewards for smart, successful work, and an environment where employees could unwind—swimming laps, playing tennis, or dining brookside. ROLM's influence extends today, in campuses like those of Google and Cisco, where onsite masseuses and sushi chefs are

commonplace. Starting Up Silicon Valley reveals • leadership's challenges, doubts, and convictions, from start-up to buyout and beyond; • how ROLM's technological innovations disrupted two industries; • why ROLM was known as a Great Place to Work (GPW) and how that style can influence today's workplace; • the dirty tricks that giant AT&T undertook to smash competition that threatened its domain; and • the hopes and frustrations of an IBM merger, from both sides of the story. Humorous anecdotes and the wisdom of some of Silicon Valley's most respected leaders make Starting Up Silicon Valley an intimate story of one of the Valley's most important and culturally influential companies.

Abolish Silicon Valley Wendy Liu, 2020-04-14 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.

Sunnyvale Jeff Goodell,2009-12-23 In Sunnyvale, California, in 1979, Jeff Goodell's family lived quietly on Meadowlark Lane, unaware that their town was soon to become ground zero in the digital revolution. Over the course of the next decade, as Silicon Valley boomed, the Goodell family unraveled. Splintered by their parent's divorce, Jeff and his siblings careen toward self-destruction, while their parents end up on opposite sides of the technological divide: their mother succeeds beyond her wildest dreams at a small company with a dopey rainbow-colored logo, called Apple, while their father refuses to keep up with the times and loses his landscaping business. Affecting and personal, Sunnyvale is a portrait of one family's fate in a brutally Darwinian world. It is also a thoughtful examination of what has happened to the American family in the face of the technological revolution.

The Global Silicon Valley Handbook Michael Moe,2017-03-07 A fun, yet factual 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, or even where to close a deal over dinner or beers. Visually engaging, THE GLOBAL SILICON VALLEY HANDBOOK aspires to inspire the entrepreneur in all of us.

Sophia of Silicon Valley Anna Yen,2018-04-10 Sharp, dramatic, and full of insider dish, SOPHIA OF SILICON VALLEY is one woman's story of a career storming the corridors of geek power and living in the shadow of its outrageous cast of maestros. During the heady years of the tech boom, incorrigibly frank Sophia Young lucks into a job that puts her directly in the path of Scott Kraft, the eccentric CEO of Treehouse, a studio whose animated films are transforming movies forever. Overnight, Sophia becomes an unlikely nerd whisperer. Whether her success is due to dumb luck, savage assertiveness, insightful finesse (learned by dealing with her irrational Chinese immigrant mother), or a combination of all three, in her rarified position she finds she can truly shine. As Scott Kraft's right-hand woman, whip-smart Sophia is in the eye of the storm, sometimes floundering, sometimes nearly losing relationships and her health, but ultimately learning what it means to take charge of her own future the way the men around her do. But when engineer/inventor Andre Stark hires her to run his company's investor relations, Sophia discovers that the big paycheck and high-status career she's created for herself may not be worth living in the toxic environment of a boys-club gone bad.

<u>Troublemakers</u> Leslie Berlin,2017-11-07 A narrative history of the Silicon Valley generation that launched five major high-tech industries in seven years details the specific contributions of seven technical pioneers and how they established the foundation for today's tech-driven world.

Discover tales of courage and bravery in is empowering ebook, **Silicon Valley**. In a downloadable PDF format (Download in PDF: *), this collection inspires and motivates. Download now to witness the indomitable spirit of those who dared to be brave.

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