Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

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For God, Country, and Coca-Cola Mark Pendergrast 2000-03-17 Traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today, and includes trivia facts, company lore, and stories of Coca-Cola's "secret formula."
Fumbling the Future Douglas K. Smith 1999-06-01 Ask consumers and users what 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, 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 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 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 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. 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 times.

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.

Accidental Empires Robert X. Cringely 1996-09-13 Computer manufacturing is--after cars, energy production and illegal drugs--the largest industry in the world, and it's one of the last great success stories in American business. Accidental Empires is the trenchant, vastly readable history of that industry, focusing as much on the astoundingly odd personalities at its core--Steve Jobs, Bill Gates, Mitch Kapor, etc. and the hacker culture they spawned as it does on the remarkable technology they created. Cringely reveals the manias and foibles of these men (they are always men) with deadpan hilarity and cogently demonstrates how their neuroses have shaped the computer business. But Cringely gives us much more than high-tech voyeurism and insider gossip. From the birth of the transistor to the mid-life crisis of the computer industry, he spins a sweeping, uniquely American saga of creativity and ego that is at once uproarious, shocking and inspiring.

The Computers Nobody Wanted Paul A. Strassmann 2008

The Universal Machine Ian Watson 2012-05-17 The computer unlike other inventions is universal; you can use a computer for many tasks: writing, composing music, designing buildings, creating movies, inhabiting virtual worlds, communicating... This popular science history isn't just about technology but introduces the pioneers: Babbage, Turing, Apple's Wozniak and Jobs, Bill Gates,

Tim Berners-Lee, Mark Zuckerberg. This story is about people and the changes computers have caused. In the future ubiquitous computing, AI, quantum and molecular computing could even make us immortal. The computer has been a radical invention. In less than a single human life computers are transforming economies and societies like no human invention before. *Cubed* Nikil Saval 2014-04-22 You mean this place we go to five days a week has a history? Cubed reveals the unexplored yet surprising story of the places where most of the world's work—our work—gets done. From "Bartleby the Scrivener" to The Office, from the steno pool to the open-plan cubicle farm, Cubed is a fascinating, often funny, and sometimes disturbing anatomy of the white-collar world and how it came to be the way it is—and what it might become. In the mid-nineteenth century clerks worked in small, dank spaces called "counting-houses." These were all-male enclaves, where work was just paperwork. Most Americans considered clerks to be questionable dandies, who didn't do "real work." But the joke was on them: as the great historical shifts from agricultural to industrial economies took place, and then from industrial to information economies, the organization of the workplace evolved along with them—and the clerks took over. Offices became rationalized, designed for both greater efficiency in the accomplishments of clerical work and the enhancement of worker productivity. Women entered the office by the millions, and revolutionized the social world from within. Skyscrapers filled with office space came to tower over cities everywhere. Cubed opens our eyes to what is a truly "secret history" of changes so obvious and ubiquitous that we've hardly noticed them. From the wood-paneled executive suite to the advent of the cubicles where 60% of Americans now work (and 93% of them dislike it) to a not-too-distant future where we might work

anywhere at any time (and perhaps all the time), Cubed excavates from popular books, movies, comic strips (Dilbert!), and a vast amount of management literature and business history, the reasons why our workplaces are the way they are—and how they might be better.

Visionary Creativity John Lobell 2015-05-12 "In this ... book you will enter the worlds of modern art, current movies and television dramas, new technologies, and cutting edge science. You will see familiar figures examined in surprising ways: musicians, including Mozart, Stravinsky, and the Beatles; artists, including Van Gogh, Picasso, and Warhol; writiers, including Twian, Joyce, and Rowling; scientists, including Darwin, Einstein and Wolfram; and business leaders, including Jobs, Zuckerberg, and Karp." -- Page [4] of cover.
Troublemakers 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.
The Plot Against Social Security Michael A. Hiltzik 2009-10-13 Relentless and ominous, the drumbeat echoes across the land: Social Security is on the verge of bankruptcy. These repeated warnings have become a dismal article of faith for the millions of Americans who pay Social Security taxes and expect to collect benefits someday. But they are flatly untrue. Social Security today is on a stronger financial footing than it has been for decades. The Plot Against Social Security will explain who is really behind the efforts to "reform" this system and will show that the most frequently proposed fix—increased privatization—will damage it beyond repair by undermining retirement security for generations to come. Award-winning journalist Michael Hiltzik also offers a clear set of remedies for those few elements of Social Security that do need repair—proposals

that will shore up the most efficient social insurance program in America's history, rather than destroying it in the name of reform.

The Dream Machine M. Mitchell Waldrop 2018-09-25 At a time when computers were a short step removed from mechanical data processors, Licklider was writing treatises on "human-computer symbiosis," "computers as communication devices," and a now not-so-unfamiliar "Intergalactic Network." His ideas became so influential, his passion so contagious, that Waldrop coined him "computing's Johnny Appleseed." In a simultaneously compelling personal narrative and comprehensive historical exposition, Waldrop tells the story of the man who not only instigated the work that led to the internet, but also shifted our understanding of what computers were and could be.

The Idea Factory Jon Gertner 2012-03-15 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 explores one of the most critical issues of our time: What causes innovation?" —Walter Isaacson, The New York Times Book Review "Compelling . . . Gertner's book offers fascinating evidence for those seeking to understand how a 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 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 Gertner traces the origins of some of the twentieth century's most important inventions and delivers a riveting and

heretofore untold chapter of American history. At its heart this is a story about the life and work of a small group of brilliant and eccentric men-Mervin Kelly, Bill Shockley, Claude Shannon, John Pierce, and Bill Baker-who spent their careers at Bell Labs. Today, when the drive to invent has become a mantra, Bell Labs offers us a way to enrich our understanding of the challenges and solutions to technological innovation. Here, after all, was where the foundational ideas on the management of innovation were born.

Moore's Law Arnold Thackray 2015-05-04 Chronicles the life of the computing pioneer who realized that microchip processing power could double and redouble again in a clockwork fashion.

Dealers of Lightning Michael Hiltzik 1999-04-01 The story of the legendary Xerox PARC -- where eccentric young inventors were brought together by Xerox Corp. at a facility in Palo Alto, CA, during the Ô70s and Ô80s. This

extraordinary group brought about a technological revolution that would change the world. Takes the reader on a journey from PARC's beginnings at the edge of Stanford Univ. to its triumph as a hothouse of ideas that spawned not only the first personal computer, but the windows-style graphical user interface, the laser printer, the indispensable technology of the Internet, and more. Details the frustration of the original PARC scientists, many of whom would go on to build their fortunes upon the very ideas Xerox discarded.

Unix Brian W. Kernighan 2019-10-18 "The fascinating story of how Unix began and how it took over the world. Brian Kernighan was 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 Programming Language" and "The Unix Programming Environment."--

Revolution in The Valley Andy Hertzfeld 2005 Describes

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

The Hacker Crackdown, Law and Disorder on the Electronic Frontier Bruce Sterling 2013-02 This book is part of the TREDITION CLASSICS. It contains classical literature works from over two thousand years. Most of these titles have been out of print and off the bookstore shelves for decades. The book series is intended to preserve the cultural legacy and to promote the timeless works of classical literature. Readers of a TREDITION CLASSICS book support the mission to save many of the amazing works of world literature from oblivion. With this series, tredition intends to make thousands of international literature classics available in printed format again - worldwide.

Introduction to VLSI Systems Carver Mead 1978
Infinite Loop Michael Shawn Malone 1999 Reveals the behind-the-scenes story of the downfall of Apple Computer, a tale of incredible technological inventiveness undercut by corporate ineptitude and internal competition featuring a bruising portrait of the company's co-founder, Steve Jobs.

Androids Chet Haase 2021-08-13 In 2004, Android was two people who wanted to build camera software. But they couldn't get investors interested. Today, Android is a large team at Google, shipping an operating system (including camera software) to over three billion devices worldwide. This is the inside story, told by the people who made it happen. "What are the essential ingredients that lead a small team to build software at the sheer scale and impact of Android? We may never fully know, but this first person account is probably the closest set of clues we have." –Dave Burke, VP of Android Engineering "Androids captures a strong picture of what the early development of Android, as well as the Android team, was like." –Dianne Hackborn, Android Framework

Engineer "Androids is the engaging tale of a motley group of coders with a passion to make insanely great products who banged out the operating system when that idea seemed nuts. True to his geek genes, Chet Haase tells this remarkable tale of technical and business success from the trenches, an inspiring, massive collective effort of dozens of programmers who flipped their seemingly late timing to their advantage, and presaged a generation of platform builders. Read Androids to discover what it takes to create a hot tech team that shipped a product running today on more than 3 billion devices." –Jonathan Littman, co-author of The Entrepreneurs Faces: How Makers, Visionaries and Outsiders Succeed, and author of The Fugitive Game All profits from the book will be donated to charity.

Genentech Sally Smith Hughes 2011-09-21 In the fall of 1980, Genentech, Inc., a little-known California genetic engineering company, became the overnight darling of Wall Street, raising over $38 million in its initial public stock offering. Lacking marketed products or substantial profit, the firm nonetheless saw its share price escalate from $35 to $89 in the first few minutes of trading, at that point the largest gain in stock market history. Coming at a time of economic recession and declining technological competitiveness in the United States, the event provoked banner headlines and ignited a period of speculative frenzy over biotechnology as a revolutionary means for creating new and better kinds of pharmaceuticals, untold profit, and a possible solution to national economic malaise. Drawing from an unparalleled collection of interviews with early biotech players, Sally Smith Hughes offers the first book-length history of this pioneering company, depicting Genentech's improbable creation, precarious youth, and ascent to immense prosperity. Hughes provides intimate portraits of the people

significant to Genentech's science and business, including cofounders Herbert Boyer and Robert Swanson, and in doing so sheds new light on how personality affects the growth of science. By placing Genentech's founders, followers, opponents, victims, and beneficiaries in context, Hughes also demonstrates how science interacts with commercial and legal interests and university research, and with government regulation, venture capital, and commercial profits. Integrating the scientific, the corporate, the contextual, and the personal, Genentech tells the story of biotechnology as it is not often told, as a risky and improbable entrepreneurial venture that had to overcome a number of powerful forces working against it.

Dreaming in Code Scott Rosenberg 2007-01-16 Their story takes us through a maze of dead ends and exhilarating breakthroughs as they and their colleagues wrestle not only with the abstraction of code but with the unpredictability of human behavior, especially their own. Along the way, we encounter black holes, turtles, snakes, 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 software development, from the famous "mythical man-month" to Extreme Programming. Not just for technophiles but for anyone captivated by the drama of invention, Dreaming in Code offers a window into both the information age and the workings of the human mind.

Insanely Great Steven Levy 2000-06 The Newsweek technology writer chronicles the rise of the Mac, a machine that revolutionized the computer industry and American society. Original. *Frontiers of Human-Centered Computing, Online Communities and Virtual Environments* Rae Earnshaw 2012-12-06 Rae Earnshawand John A. Vince --_. . _----- 1 Introduction The USPresident's

Information Technology Advisory Committee (PITAC)recently advised the US Senate of the strategic importance of investing in IT for the 21st century, particularlyin the areas of software,human-computer interaction, scalable information infrastructure, high-end computing and socioeconomic issues [1]. Research frontiers ofhuman-computer interaction include the desire that interac tion be more centered around human needs and capabilities, and that the human environment be considered in virtual environments and in other contextual infor mation-processing activities. The overall goal is to make users more effective in their information or communication tasks by reducing learning times, speeding performance, lowering error rates, facilitating retention and increasing subjective satisfaction. Improved designs can dramatically increase effectiveness for users, who range from novices to experts and who have diverse cultures with varying educational backgrounds. Their lives could be made more satisfying, their work safer, their learning easier and their health better. **How the Body Shapes the Way We Think** Rolf Pfeifer 2006-10-27 An exploration of embodied intelligence and its implications points toward a theory of intelligence in general; with case studies of intelligent systems in ubiquitous computing, business and management, human memory, and robotics. How could the body influence our thinking when it seems obvious that the brain controls the body? In How the Body Shapes the Way We Think, Rolf Pfeifer and Josh Bongard demonstrate that thought is not independent of the body but is tightly constrained, and at the same time enabled, by it. They argue that the kinds of thoughts we are capable of have their foundation in our embodiment—in our morphology and the material properties of our bodies. This crucial notion of embodiment

underlies fundamental changes in the field of artificial intelligence over the past two decades, and Pfeifer and Bongard use the basic methodology of artificial intelligence—"understanding by building"—to describe their insights. If we understand how to design and build intelligent systems, they reason, we will better understand intelligence in general. In accessible, nontechnical language, and using many examples, they introduce the basic concepts by building on recent developments in robotics, biology, neuroscience, and psychology to outline a possible theory of intelligence. They illustrate applications of such a theory in ubiquitous computing, business and management, and the psychology of human memory. Embodied intelligence, as described by Pfeifer and Bongard, has important implications for our understanding of both natural and artificial intelligence. *Dealers of Lightning* Michael A. Hiltzik 2009-05-19 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 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 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 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

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

Dealers of Lightning Michael A. Hiltzik 2000-04-05 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 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 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 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 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 of technohistoiy--and the corporate machinations that almost prevented it from achieving greatness.

Hackers Steven Levy 2010-05-19 This 25th anniversary edition of Steven Levy's classic book traces the exploits of the computer revolution's original hackers --

those brilliant and eccentric nerds from the late 1950s through the early '80s who took risks, bent the rules, and pushed the world in a radical new direction. With updated material from noteworthy hackers such as Bill Gates, Mark Zuckerberg, Richard Stallman, and Steve Wozniak, Hackers is a fascinating story that begins in early computer research labs and leads to the first home computers. Levy profiles the imaginative brainiacs who found clever and unorthodox solutions to computer engineering problems. They had a shared sense of values, known as "the hacker ethic," that still thrives today. Hackers captures a seminal period in recent history when underground activities blazed a trail for today's digital world, from MIT students finagling access to clunky computer-card machines to the DIY culture that spawned the Altair and the Apple II.
Where Wizards Stay Up Late Matthew Lyon 1999-08-19 Twenty five 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 responsible for creating the most talked about, most influential, and most far-reaching communications breakthrough since the invention of the telephone. In the 1960's, when computers where regarded as mere giant calculators, J.C.R. Licklider at MIT saw them as the ultimate communications devices. With Defense Department funds, he and a band of visionary computer whizzes began work on a nationwide, interlocking network of computers. Taking readers behind the scenes, Where Wizards Stay Up Late captures the hard work, genius, and happy accidents of their daring, stunningly successful venture.
Colossus Michael Hiltzik 2010-06-01 As breathtaking today as the day it was completed, Hoover Dam not only shaped the American West but helped launch the American century. In the depths of the Great Depression

it became a symbol of American resilience and ingenuity in the face of crisis, putting thousands of men to work in a remote desert canyon and bringing unruly nature to heel. Pulitzer Prize–winning writer Michael Hiltzik uses the saga of the dam's conception, design, and construction to tell the broader story of America's efforts to come to grips with titanic social, economic, and natural forces. For embodied in the dam's striking machine-age form is the fundamental transformation the Depression wrought in the nation's very culture—the shift from the concept of rugged individualism rooted in the frontier days of the nineteenth century to the principle of shared enterprise and communal support that would build the America we know today. In the process, the unprecedented effort to corral the raging Colorado River evolved from a regional construction project launched by a Republican president into the New Deal's outstanding—and

enduring—symbol of national pride. Yet the story of Hoover Dam has a darker side. Its construction was a gargantuan engineering feat achieved at great human cost, its progress marred by the abuse of a desperate labor force. The water and power it made available spurred the development of such great western metropolises as Los Angeles, Phoenix, Denver, Las Vegas, Salt Lake City, and San Diego, but the vision of unlimited growth held dear by its designers and builders is fast turning into a mirage. In Hiltzik's hands, the players in this epic historical tale spring vividly to life: President Theodore Roosevelt, who conceived the project; William Mulholland, Southern California's great builder of water works, who urged the dam upon a reluctant Congress; Herbert Hoover, who gave the dam his name though he initially opposed its construction; Frank Crowe, the dam's renowned master builder, who pushed his men mercilessly to raise the

beautiful concrete rampart in an inhospitable desert gorge. Finally there is Franklin Roosevelt, who presided over the ultimate completion of the project and claimed the credit for it. Hiltzik combines exhaustive research, trenchant observation, and unforgettable storytelling to shed new light on a major turning point of twentieth-century history. The Computing Universe Tony Hey 2014-12-08 This exciting and accessible book takes us on a journey from the early days of computers to the cutting-edge research of the present day that will shape computing in the coming decades. It introduces a fascinating cast of dreamers and inventors who brought these great technological developments into every corner of the modern world, and will open up the universe of computing to anyone who has ever wondered where his or her smartphone came from. **The Computer** Mark Frauenfelder 2015-10-06 From handheld smart phones to vast scientific simulators, computers are developing at ever-increasing speed. InThe Computer, uber-technogeek Mark Frauenfelder traces the evolution of this vital machine from its earliest roots through its exciting application in code-breaking during the Second World War, and from its initial use in the workplace and home to its current status as a ubiquitous—and increasingly portable—part of twenty-first century existence. This highly illustrated social history of the computer examines its profound impact on every sphere of life.

My Years With General Motors Alfred P Sloan 2015-01-16 Alfred P. Sloan, Jr. led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce. Sloan's business biography, My Years With General Motors, was an instant best seller when it was first published in 1964 and is still considered indispensable

reading by modern business giants.

When Computing Got Personal Matt Nicholson 2014 This is the story of how a handful of geeks and mavericks dragged the computer out of corporate back rooms and laboratories and into our living rooms and offices. It is a tale not only of extraordinary innovation and vision but also of cunning business deals, boardroom tantrums and acrimonious lawsuits. Matt Nicholson has been a computer journalist since 1983 and has edited a number of popular newsstand magazines, including PC Plus and What Micro.

Showstopper! G. Pascal Zachary 2014-07-22 Showstopper is the dramatic, inside story of the creation of Windows NT, told by Wall Street Journal reporter G. Pascal Zachary. Driven by the legendary Bruce Cutler, a picked band of software engineers sacrifices almost everything in their lives to build a new, stable, operating system aimed at giving Microsoft a platform for growth through the next decade of development in the computing business. Comparable in many ways to the Pulitzer Prize-winning book The Soul of a New Machine by Tracy Kidder, Showstopper gets deep inside the process of software development, the lives and motivations of coders and the pressure to succeed coupled with the drive for originality and perfection that can pull a diverse team together to create a program consisting of many hundreds of thousands of lines of code. G. Pascal Zachary is a journalist, author, and teacher. He spent thirteen years as a senior writer for the Wall Street Journal (1989 to 2001) and writes regularly for newspapers, magazines, and journals, including Salon, Foreign Policy, the San Francisco Chronicle, the Wilson Quarterly, Fortune, and AlterNet. Zachary concentrates on African affairs. He also writes on globalization, America's role in world affairs, immigration, race and identity, and the dysfunctionalities and divisions in US society.

Zachary teaches journalism at Stanford University. He has lectured on various campuses, including those of MIT, Caltech, Puget Sound, UC Berkeley, Connecticut, and Tufts. He is a fellow at the Institute for Applied Economics at Johns Hopkins in Baltimore and a senior associate at the Nautilus Institute in San Francisco. Currently, he is writing a book on the political economy of sub-Saharan Africa and a memoir of his marriage to an African, the Igbo hair braider Chizo Okon. They live with their children in the San Francisco Bay Area. His personal website is www.gpascalzachary.com and he blogs at www.africaworksgpz.com.

Developing User Interfaces Dan R. Olsen 1998 "Developing User Interfaces" is targeted at the programmer who will actually implement, rather than design, the user-interface. Useful to programmers using any language--no particular windowing system or toolkit is presumed, examples are drawn from a variety of commercial systems, and code examples are presented in pseudo-code. The basic concepts of traditional computer graphics such as drawing and 3D modeling are covered for readers without a computer graphics background.
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altered 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 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 of technohistoiy--and the corporate machinations that almost prevented it from achieving greatness.
The Soul of A New Machine Tracy Kidder 2011-08-23 Tracy Kidder's "riveting" (Washington Post) story of one company's efforts to bring a new microcomputer to market won both the Pulitzer Prize and the National Book Award and has become essential reading for understanding the history of the American tech industry.

Computers have changed since 1981, when The Soul of a New Machine first examined the culture of the computer revolution. What has not changed is the feverish pace of the high-tech industry, the go-for-broke approach to business that has caused so many computer companies to win big (or go belly up), and the cult of pursuing mind-bending technological innovations. The Soul of a New Machine is an essential chapter in the history of the machine that revolutionized the world in the twentieth century. "Fascinating...A surprisingly gripping account of people at work." --Wall Street Journal
Copies in Seconds David Owen 2008-06-30 The first plain-paper office copier -- which was introduced in 1960 and has been called the most successful product ever marketed in America -- is unusual among major high-technology inventions in that its central process was conceived by a single person. David Owen's fascinating narrative tells the story of the

machine nobody thought we needed but now we can't live without. Chester Carlson grew up in unspeakable poverty, worked his way through junior college and the California Institute of Technology, and made his discovery in solitude in the depths of the Great Depression. He offered his big idea to two dozen major corporations -- among them IBM, RCA, and General Electric -- all of which turned him down. So persistent was this failure of capitalist vision that by the time the Xerox 914 was manufactured by an obscure photographic-supply company in Rochester, New York, Carlson's original patent had expired. Xerography was so unusual and nonintuitive that it conceivably could have been overlooked entirely. Scientists who visited the drafty warehouses where the first machines were built sometimes doubted that Carlson's invention was even theoretically feasible. Drawing on interviews, Xerox company archives, and the private papers of the Carlson family, David Owen has woven together a fascinating and instructive story about persistence, courage, and technological innovation -- a story that has never before been fully told.

The New Deal Michael Hiltzik 2011-09-13 New York Times best-selling author and Pulitzer Prize-winning journalist Michael Hiltzik tells the epic story of the New Deal through the outsized personalities of the people who fought for it, opposed it and benefited from it, including FDR, Herbert Hoover, General Hugh Johnson and Harry Hopkins.