Startup A Silicon Valley Adventure

StartupStart UpThe Shadow of Her SmileConsuming YouthThe Four Steps to the EpiphanyTech Titans of ChinaThe Metrics of Science and TechnologySTORY WRITING INSPIRATION: 100 STORY IDEAS FROM RETRO COMPUTER GAMESBusiness IndiaDr. Dobb's JournalMicrocomputer Software DirectoryBusiness WeekMicrotimesJust Say No to MicrosoftThinkPadFrom Silicon Valley to SwazilandForbesElon Musk and the Quest for a Fantastic Future Young Readers' EditionChinese American ForumPC Magazine Jerry Kaplan Jerry Kaplan Victoria Taylor Murray Robert Latham Steve Blank Rebecca Fannin Eliezer Geisler Alexander Varga Tony Bove Deborah A. Dell Rick Walleigh Ashlee Vance

kaplan a well known figure in the computer industry founded go corporation in 1987 and for several years it was one of the hottest new ventures in the valley startup tells the story of kaplan s wild ride how he assembled a brilliant but fractious team of engineers software designers and investors pioneered the emerging market for hand held computers operated with a pen instead of a keyboard and careened from crisis to crisis without ever losing his passion for a revolutionary idea along the way kaplan vividly recreates his encounters with eccentric employees risk addicted venture capitalists and industry giants such as bill gates john sculley and mitchell kapor and no one including kaplan himself is spared his sharp wit and observant eye

this is an account of what can happen to a business venture in the fierce world of america s silicon valley when its timing is wrong its technology too speculative and its market not yet ready

reading the shadow of her smile was like slurping a long cold lemonade on a sultry summer day i couldn t devour it fast enough the story started off with a bang and grew increasingly suspenseful as victoria taylor murray drew me into her exciting plot with the ease that only the best writers can achieve from trump tower to the waldorf astoria hotel to little italy to nypd and a grandmother s run down mansion she painted a new york seldom seen by outsiders i especially relished the historical vignettes of

the big apple woven in at appropriate places in the story although many of the supporting characters were ultra worldly obviously shallow greedy and lustful each one was unique and thoroughly fleshed out even billionaire forrest gray who set the stage for this novel when he hired corbin douglas to find nikki rourke became larger than life as murray wielded her magic pen to craft him through all these marvelous mixed up often malevolent characters murray captured the true essence of the city s diversity of cultures and life styles and the hero and heroine were to die for corbin a cop turned private investigator is every woman s dream handsome strong and sexy yet kind caring and ethical while nikki is the beautiful charming smart gutsy red haired woman who is at the center of everything corbin hooked me right from the start but i had to wait awhile to meet nikki the wait was worth it and she quickly won my heart by the tender loving manner in which she cared for our hero when he was injured and then there s charlie corbin s friend and former partner and the love of his life bette what a joy it was to meet them of stronger moral fiber thesefour characters more than made up for the indiscriminate behavior of the minor characters they became so real to me i ll think of them often in days to come the excitement was nonstop as corbin searched for nikki a woman in a photograph with an unforgettable smile overcoming death defying breath stealing obstacles to help her this well written fast paced story has everything believable characters realistic dialogue suspense romance and original humor when corbin told his former partner i have a headache the size of stephen king s buick 8 i laughed out loud a welcome relief from the tension of the book s drama the shadow of her smile takes you through a series of twists and turns that makes your goosebumps sprout more goosebumps as you question who are the dead dancers who is killing red haired women are they after nikki too will corbin find her in time or will she be the next victim what s going on with the billionaire s wife what does the chauffeur s pretty boy son have to do with it and the gangster and his hit squad is it all connected the very talented victoria taylor murray won my heart with this book i join her growing legions of fans in applauding her on penning another winner my one regret is that i didn t discover her from her very first book betty dravis author of the toonies invade silicon valley

from the novels of anne rice to the lost boys from the terminator to cyberpunk science fiction vampires and cyborgs have become strikingly visible figures within american popular culture especially youth culture in consuming youth rob latham explains why showing how fiction film and other media deploy these ambiguous monsters to embody and work through the implications of a capitalist system in which youth both consume and are consumed inspired by marx s use of the cyborg vampire as a metaphor for the objectification of physical labor in the factory latham shows how contemporary images of vampires and cyborgs illuminate the contradictory processes of empowerment and exploitation that characterize the youth consumer system while the vampire is a voracious consumer driven by a hunger for perpetual youth the cyborg has incorporated the machineries of consumption into its own flesh powerful fusions of technology and desire these paired images symbolize the forms of labor and leisure that american society has staked out for contemporary youth a startling look at youth in our time consuming youth will interest anyone concerned with film television and popular culture

the bestselling classic that launched 10 000 startups and new corporate ventures the four steps to the epiphany is one of the most influential and practical business books of all time the four steps to the epiphany launched the lean startup approach to new ventures it was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones startups search for business models while existing companies execute them the book offers the practical and proven four step customer development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture

rather than blindly execute a plan the four steps helps uncover flaws in product and business plans and correct them before they become costly rapid iteration customer feedback testing your assumptions are all explained in this book packed with concrete examples of what to do how to do it and when to do it the book will leave you with new skills to organize sales marketing and your business for success if your organization is starting a new venture and you re thinking how to successfully organize sales marketing and business development you need the four steps to the epiphany essential reading for anyone starting something new the four steps to the epiphany was originally published by k s ranch publishing inc and is now available from wiley the cover design and content are the same as the prior release and should not be considered a new or updated product

featuring detailed profiles of the chinese tech companies making waves the tech sectors that matter most in china s grab for super power status and predictions for china s tech dominance in just 10 years the rise of china s tech companies and intense competition from the sector is just beginning this will present an ongoing management and strategy challenge for companies for many years to come tech titans of china is the go to guide for companies and those interested in competition from china seeking to understand china s grand tech ambitions who the players are and what their strategy is fannin a leading expert on the chinese tech sector is an internationally recognized journalist author and speaker through her company silicon dragon fannin hosts 12 live events annually for business leaders venture capitalists start up founders and others impacted by or interested in the chinese tech industry

dr geisler s far reaching unique book provides an encyclopedic compilation of the key metrics to measure and evaluate the impact of science and technology on academia industry and government focusing on such items as economic measures patents peer review and other criteria and supported by an extensive review of the literature dr geisler gives a thorough analysis of the strengths and weaknesses inherent in metric design and in the use of the specific metrics he cites his book has already received prepublication attention and will prove especially valuable for academics in technology management engineering and science policy industrial r d executives and policymakers government science and technology policymakers and scientists and managers in government research and technology institutions geisler maintains that the application of metrics to evaluate science and technology at all levels illustrates the variety of tools we currently possess each metric has its own unique strengths and weaknesses but overall metrics offer the best possible way to evaluate science and technology he then finds that in general science and technology have a positive effect on the human experience truly state of the art in the study of the metrics of science and technology their outcomes and contributions to society and the economy the book provides unique analyses of the academic world and its most useful metrics the industrial science technology research and development complex and the government network of laboratories for each geisler gives a comprehensive analysis of the main metrics and their best applications his book is thus also usable in certain advanced undergraduate and graduate courses and seminars that treat technology and engineering management project management in technology industries and the evaluation of social and economic programs

in a world buzzing with technology and creativity hobby writing has become more than just a pastime it has emerged as a vivid expression of passion and imagination for many writing has always been at the intersection of creativity and challenge allowing stories to flow from the depths of the mind and onto the page in an age where narratives are crafted not only in books but also in the pixelated realms of computer games the potential for inspiration is limitless computer games once regarded simply

as entertainment have evolved into multifaceted experiences that integrate story art and music forging deep connections with players they craft rich narratives that captivate audiences and encourage engagement on multiple levels resembling modern day interactive novels this evolution offers aspiring writers a treasure trove of inspiration whether it s the intricacies of character development the nuances of world building or the delicate balance of plot pacing the gaming world provides a myriad of lessons for those eager to pen their own stories

just say no to microsoft begins by tracing microsoft s rise from tiny software startup to monopolistic juggernaut and explains how the company s practices over the years have discouraged innovation stunted competition and helped foster an environment ripe for viruses bugs and hackers readers learn how they can dump microsoft products even the windows operating system and continue to be productive the book also shows how to work successfully and seamlessly with computers and people who are still hooked on microsoft software includes full explanations of alternate operating systems such as linux and mac and outlines various software applications that can replace the familiar microsoft products

seven years ago ibm didn t even have a portable computer product as the story unfolds dell and purdy reveal a rare inside view on how ibm created and made thinkpad the most successful brand in history

highly recommended for high school and ambitious middle school readers school library journal a valuable addition to stem themed collections voya an in depth look into the extraordinary life of the world s most important entrepreneur elon musk this middle grade book is an excellent choice for tween readers in grades 5 to 6 especially during homeschooling it s a fun way to keep your child entertained and engaged while not in the classroom this fascinating and easily accessible paperback young readers adaptation of ashlee vance s new york times bestselling elon musk tesla spacex and the quest for a fantastic future features black and white photographs throughout and an epilogue the version for adults has been praised as riveting the financial times spirited the wall street journal and masterful vice now younger readers can read about this innovative leader who is revolutionizing three industries at once space automotive and energy there are few people in history who could match elon musk s relentless drive and vision a modern combination of famous inventors and industrialists like thomas edison henry ford and steve jobs elon is the man behind companies such as spacex tesla motors solarcity and paypal that are transforming the way we live written with exclusive access to elon his family and his friends this book traces elon s journey from a kid in south africa to a young man in the united states his dramatic technical inventions and his world changing companies elon has sparked new levels of innovation in the world and this book gives young readers a detailed but fast paced look at his story a junior library guild selection

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