

IWOz: Computer Geek To Cult Icon: Getting To The Core Of Apple's Inventor

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.

The high-tech wizard behind Apple offers a personal account of the creation of the first personal computer by marrying computer circuitry with a video screen and a typewriter keyboard to create the affordable, easy-to-use Apple I, detailing his life before and after Apple and providing a personal perspective on an invention that ignited the computer revolution. 50,000 first printing.

IWOz: Computer Geek to Cult IconW. W. Norton & Company

Traces the life and career of the co-founder of Apple Computer, describes his education, and looks at the early growth of the computer industry

The Cult of Mac, 2nd Edition

IWOz: Computer Geek to Cult Icon

Heroes of the Computer Revolution - 25th Anniversary Edition

The Second Coming of Steve Jobs

Essential Building Blocks for Entrepreneurial Success

A Memoir by the Co-founder of Microsoft

Hackers

Entrepreneurship

No one answers more computer questions from first-time buyers than Gina Smith and Leo Laporte. Now you can get all those answers in one place, in an entertaining format that will make you laugh while you learn. Over the past decade Gina and Leo have talked with thousands of computer users on TV, radio, and in the newspaper. They're famous around the world for making computers easy to understand. In this book, they answer the questions people ask most often with simple, jargon-free language.

Despite humble beginnings, today Apple, Inc. enjoys unprecedented popularity and prosperity with its products, routinely selling over a million devices in a single day. It is a major innovator in the computing and consumer landscape, and as shown in this retrospective, the history of the Apple II computer plays a large part in the current successes of the company. The late 1970s saw the dawn of the Apple II, the company's first hit product. It provided the breathing room for Apple to become self-sustaining and ultimately blossom into one of the greatest business and technology successes in history. This account provides a unique view of early personal computing and Apple as a company, focusing almost exclusively on the role of the Apple II within that story. It extends outward to the products, publications, and early online services that made up the ecosystem for the platform during its active years, and follows the story to present-day enthusiasts who still find new things to do with a computer that got its start more than 35 years ago.

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

A coffee table book that celebrates the history of Apple products, taking the reader on a breathtaking tour of some of the most visually stunning and important products from the wizards of Cupertino, starting with the Apple I through a wide range of Apple classics, including desktops, portables, peripherals, iDevices, product packaging, and even prototypes.

A Novel

Iconic

The Greatest Second Act in the History of Business

IWOz

The Life and Times of the Apple II Computer

Jony Ive

Idea Man

The Genius Who Took Apple to the Next Level

Once upon a time Linus Torvalds was a skinny unknown, just another nerdy Helsinki techie who had been fooling around with computers since childhood. Then he wrote a groundbreaking operating system and distributed it via the Internet -- for free. Today Torvalds is an international folk hero.

And his creation LINUX is used by over 12 million people as well as by companies such as IBM. Now, in a narrative that zips along with the speed of e-mail, Torvalds gives a history of his renegade software while candidly revealing the quirky mind of a genius. The result is an engrossing portrayal of a man with a revolutionary vision, who challenges our values and may change our world.

Steve Wozniak grew up with an insatiable curiosity that his father, a programmer, helped fuel. After being accepted to the University of Colorado Boulder, Steve was quickly expelled for hacking into the college' computer system. He then got a job at Hewlett-Packard where he met Steve Jobs.

Together, the two Steves created the Apple Computer company. Steve Wozniak's job at Apple was to program the computers to be programmable, compact, and fast, which was no easy feat when most computers at the time filled a room. Steve Jobs's role was to market and sell the new computers. Woz, as his friends called him, single-handedly designed and programmed the hardware, circuit boards, and operating system for the Apple I. Slowly, the tech world caught up to him and the personal computer was born.

A New York Times Bestseller: "iWoz traces the life and times of a brilliant, gifted...individual whose contributions to the scientific, business and cultural realms are extensive." —Bookpage Before slim laptops that fit into briefcases, computers looked like strange, alien vending machines.

But in "the most staggering burst of technical invention by a single person in high-tech history" (BusinessWeek) Steve Wozniak invented the first true personal computer. Wozniak teamed up with Steve Jobs, and Apple Computer was born, igniting the computer revolution and transforming the world.

In iWoz the mischievous genius with the low profile treats readers to a rollicking, no-holds-barred account of his life—for once, in the voice of the wizard himself.

After 25 years of avoiding the public eye, Steve Wozniak breaks his silence and tells the full story of the Apple computer, from its conception to his views on the iconic cult status it enjoys today. But for Steve's dream to build himself a computer, Apple would never have happened. In June, it was just an idea. By that Christmas, he'd built something that his friend convinced him to sell, just for fun. The rest, as they say, is history. But this history is full of life lessons, critical decisions, huge triumphs and big mistakes, and all from a self-professed 'engineer's engineer'. Steve talks about his childhood, phone hacking pranks, working at Hewlett-Packard, the life-changing plane crash and teaching. I, WOZ offers readers a unique glimpse into the offbeat and brilliant but ethical mind that conceived the Macintosh. With the help of award-winning

journalist Gina Smith, Steve sets the record straight.

How Nintendo Conquered America

The Billion-dollar Crash of the Startup that Took on Big Auto, Big Oil and the World

The Genomics Age

Computer Geek to Cult Icon - Getting to the Core of Apple's Inventor

Leading Programmers Explain How They Think

Beautiful Code

The Passionate Entrepreneur

My Life at Apple

In 1978, John Couch was working as a software engineer at Hewlett-Packard when a young, ambitious entrepreneur named Steve Jobs unexpectedly showed up on his doorstep. It was Steve's second time trying to persuade John to join him at his promising startup, Apple Computer, where he needed help building a "revolutionary computer science graduates and a leader at HP, working under the tutelage of its iconic founder, Bill Hewlett, so Steve knew he was one of the few people in the world capable of achieving such a task. He was thrilled when John agreed to help, becoming Apple's 54th employee and, ultimately, its first VP of Software and first VP of Education. Over the years, the two became friends, and their relationship grew into an unbreakable, decades-long friendship.

Award-Winner of the Cross Genre category and Award-Winning Finalist of the Mystery/Suspense, Historical Fiction, and General Fiction categories of the 2021 International Book Awards In the shadows of New York City lies the abandoned, forbidden North Brother Island, where the remains of a shuttered hospital hide the haunting memories of a woman who survived a series of terrifying experiments. The ruins conceal the scarred and beautiful Cora, imprisoned there by contagions and the doctors who torment her. When Finn, a young urban explorer, arrives on the island and glimpses this enigmatic woman through the foliage, intrigue turns to obsession as he seeks to uncover her past--and his own family's dark secrets. But can Cora? Or will she meet the same tragic ending as the thousands who've already perished on the island? The Vines intertwines North Brother Island's horrific and elusive history with a captivating tale of love, betrayal, survival, and loss.

"Following his blockbuster biography of Steve Jobs, The Innovators is Walter Isaacson's revealing story of the people who created the computer and the Internet. It is destined to be the standard history of the digital revolution and an indispensable guide to how innovation really happens. What were the talents that allowed certain inventors to succeed? What are the disruptive realities? What led to their creative leaps? Why did some succeed and others fail? In his masterly saga, Isaacson begins with Ada Lovelace, Lord Byron's daughter, who pioneered computer programming in the 1840s. He explores the fascinating personalities that cr eated our current digital revolution, such as Vannevar Bush, Alan Turing, and Bill Gates. He also tells the story of the people who built the Internet, from Vinton Cerf and Robert Kahn to the engineers who created the World Wide Web. This is the story of how their minds worked and what made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork made them even more creative. For an era that seeks to foster innovation, this book is a must-read."

happen"--
"The Genomics Age" is a guide to a startling new reality, a very near future in which science will empower us to make decisions with profound biological, moral, economic, and societal implications.
Let Over Lambda
How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution
From the Dawn of Computing to Digital Consciousness
The Untold Story of the Teenagers and Outlaws who Hacked Ma Bell
In the Plex
The Macintosh Way
How DNA Technology is Transforming the Way We Live and who We are
The Social Science View

An examination of one of the greatest success stories of the digital age looks at the success Steve Jobs has had with Pixar and his rejuvenation of Apple through the introduction of the iMac and iPod.

NEW YORK TIMES and WALL STREET JOURNAL BESTSELLER ONE OF THE WASHINGTON POST'S 10 BEST BOOKS OF 2015 One of the world's leading authorities on global security, Marc Goodman takes readers deep into the digital underground to expose the alarming ways criminals, corporations, and even countries are using new and emerging technologies against you—and how this makes everyone more vulnerable than ever imagined. Technological advances have benefited our world in immeasurable ways, but there is an ominous flip side: our technology can be turned against us. Hackers can activate baby monitors to spy on families, thieves are analyzing social media posts to plot home invasions, and stalkers are exploiting the GPS on smart phones to track their victims' every move. We all know today's criminals can steal identities, drain online bank accounts, and wipe out computer servers, but that's just the beginning. To date, no computer has been created that could not be hacked—a sobering fact given our radical dependence on these machines for everything from our nation's power grid to air traffic control to financial services. Yet, as ubiquitous as technology seems today, just over the horizon is a tidal wave of scientific progress that will leave our heads spinning. If today's Internet is the size of a golf ball, tomorrow's will be the size of the sun. Welcome to the Internet of Things, a living, breathing, global information grid where every physical object will be online. But with greater connections come greater risks. Implantable medical devices such as pacemakers can be hacked to deliver a lethal jolt of electricity and a car's brakes can be disabled at high speed from miles away. Meanwhile, 3-D printers can produce AK-47s, bioterrorists can download the recipe for Spanish flu, and cartels are using fleets of drones to ferry drugs across borders. With explosive insights based upon a career in law enforcement and counterterrorism, Marc Goodman takes readers on a vivid journey through the darkest recesses of the Internet. Reading like science fiction, but based in science fact, Future Crimes explores how bad actors are primed to hijack the technologies of tomorrow, including robotics, synthetic biology, nanotechnology, virtual reality, and artificial intelligence. These fields hold the power to create a world of unprecedented abundance and prosperity. But the technological bedrock upon which we are building our common future is deeply unstable and, like a house of cards, can come crashing down at any moment. Future Crimes provides a mind-blowing glimpse into the dark side of technological innovation and the unintended consequences of our connected world. Goodman offers a way out with clear steps we must take to survive the progress unfolding before us. Provocative, thrilling, and ultimately empowering, Future Crimes will serve as an urgent call to action that shows how we can take back control over our own devices and harness technology's tremendous power for the betterment of humanity—before it's too late.

The computer engineer details his early life and education, his role as the creator of the first personal computer and co-founder of Apple Computer, and provides a personal perspective on the invention that helped ignite the technology revolution.

From the acclaimed Vanity Fair and GQ journalist--an unprecedented, in-depth portrait of the man whose return to Apple precipitated one of the biggest turnarounds in business history. With a new epilogue on Apple's future survival in today's roller-coaster economy, here is the revealing biography that blew away the critics and stirred controversy within industry and media circles around the country.

Computer Geek to Cult Icon : how I Invented the Personal Computer, Co-founded Apple, and Had Fun Doing it

How Xerox Invented, then Ignored, the First Personal Computer

The Making of the Personal Computer

And the Steve I Knew

The Insanely Great Story of How the Mac Was Made

Tim Cook

The Bite in the Apple

Super Mario

Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible. Traces the history of the personal computer industry, focusing on the individuals who developed new microcomputers and software, and created new computer companies. How do the experts solve difficult problems in software development? In this unique and insightful book, leading computer scientists offer case studies that reveal how they found unusual, carefully designed solutions to high-profile projects. You will be able to look over the shoulder of

major coding and design experts to see problems through their eyes. This is not simply another design patterns book, or another software engineering treatise on the right and wrong way to do things. The authors think aloud as they work through their project's architecture, the tradeoffs made in its construction, and when it was important to break rules. This book contains 33 chapters contributed by Brian Kernighan, KarlFogel, Jon Bentley, Tim Bray, Elliotte Rusty Harold, Michael Feathers,Alberto Savoia, Charles Petzold, Douglas Crockford, Henry S. Warren,Jr., Ashish Gulhati, Lincoln Stein, Jim Kent, Jack Dongarra and PiotrLuszczek, Adam Kolawa, Greg Kroah-Hartman, Diomidis Spinellis, AndrewKuchling, Travis E. Oliphant, Ronald Mak, Rogerio Atem de Carvalho andRafael Monnerat, Bryan Cantrill, Jeff Dean and Sanjay Ghemawat, SimonPeyton Jones, Kent Dybvig, William Otte and Douglas C. Schmidt, AndrewPatzer, Andreas Zeller, Yukihiro Matsumoto, Arun Mehta, TV Raman,Laura Wingerd and Christopher Seiwald, and Brian Hayes. Beautiful Code is an opportunity for master coders to tell their story. All author royalties will be donated to Amnesty International.

“An adulating biography of Apple’s left-brained wunderkind, whose work continues to revolutionize modern technology.” —Kirkus Reviews In 1997, Steve Jobs discovered a scruffy British designer toiling away at Apple’s headquarters, surrounded by hundreds of sketches and prototypes. Jony Ive’s collaboration with Jobs would produce some of the world’s most iconic technology products, including the iMac, iPod, iPad, and iPhone. Ive’s work helped reverse Apple’s long decline, overturned entire industries, and created a huge global fan base. Yet little is known about the shy, soft-spoken whiz whom Jobs referred to as his “spiritual partner.” Leander Kahney offers a detailed portrait of the English art school student with dyslexia who became the most acclaimed tech designer of his generation. Drawing on interviews with Ive’s former colleagues and Apple insiders, Kahney “takes us inside the creation of these memorable objects.” (The Wall Street Journal)

A Photographic Tribute to Apple Innovation

Ancient Tales of Wit and Wisdom

Revolution in The Valley

The Vines

The Universal Machine

Future Crimes

The Innovators

A Memoir by the Cofounder of Microsoft

Let Over Lambda is one of the most hardcore computer programming books out there. Starting with the fundamentals, it describes the most advanced features of the most advanced language: Common Lisp. Only the top percentile of programmers use lisp and if you can understand this book you are in the top percentile of lisp programmers. If you are looking for a dry coding manual that re-hashes common-sense techniques in whatever langue du jour, this book is not for you. This book is about pushing the boundaries of what we know about programming. While this book teaches useful skills that can help solve your programming problems today and now, it has also been designed to be entertaining and inspiring. If you have ever wondered what lisp or even programming itself is really about, this is the book you have been looking for.

“A rollicking history of the telephone system and the hackers who exploited its flaws.” —Kirkus Reviews, starred review Before smartphones, back even before the Internet and personal computers, a misfit group of technophiles, blind teenagers, hippies, and outlaws figured out how to hack the world's largest machine: the telephone system. Starting with Alexander Graham Bell's revolutionary “harmonic telegraph,” by the middle of the twentieth century the phone system had grown into something extraordinary, a web of cutting-edge switching machines and human operators that linked together 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. 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 monopoly, the creation of the sophisticated machines that made it all work, and the discovery of Ma Bell's Achilles' heel. Phil Lapsley expertly weaves together the clandestine underground of “phone phreaks” who turned the network into their electronic playground, 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 phone company, and the FBI. The product of extensive original research, Exploding the Phone is a groundbreaking, captivating book that “does for the phone phreaks what Steven Levy's Hackers did for computer pioneers” (Boing Boing). “An authoritative, jaunty and enjoyable account of their sometimes comical, sometimes impressive and sometimes disquieting misdeeds.” —The Wall Street Journal “Brilliantly researched.” —The Atlantic “A fantastically fun romp through the world of early phone hackers, who sought free long distance, and in the end helped launch the computer era.” —The Seattle Times

Collection of the following titles: A Bag of Gold Coin, Choice of Friends, How Friends are Parted, Tiger and the Woodpecker, Friends and Foes.

Meet Steve Adams, who at age 32 was a banking executive and flying high. Everyone was proud of him. And he was dying inside. Adams had long yearned for something else – a dream that you, too, may harbor in your heart. He had a passion waiting to blossom. He wanted to make it as an entrepreneur in his own business. He wanted to do something meaningful. “Win or lose,” he writes, “I knew my only real anguish would be regretting in twenty or thirty years why that young man never just took that chance.” Today, Adams operates successful Pet Supplies Plus stores across the country. His was a journey of severe challenges overcome, and in The Passionate Entrepreneur he shares his mistakes and heartaches and what he learned from them in his pursuit of success. He imparts the lessons about the systems and strategies essential to running a successful business. Among them: how to treat employees, appeal to customers, and establish your brand, all the while paying meticulous attention to the bottom line. Above all, however, an entrepreneur must understand the true bottom line – the meaning of success itself. Adams knows that business without passion is a mere exercise in numbers. Profit without purpose can drain the soul. He wanted to be an entrepreneur so that he could lead others to a better life – his family, his employees, his clients, and his community. An entrepreneur needs a mission and absolute clarity about what he or she wants to accomplish. The Passionate Entrepreneur is a book of encouragement for those who are ready to pursue their dreams and for those who fear, in their frustration, that they have forgotten them. Steve Adams gets to the heart of the matter, and he is waiting to speak to you. Foreword by Lee Milteer

Fumbling the Future

Icon Steve Jobs

The Story of an Accidental Revolutionary

Everything Is Connected, Everyone Is Vulnerable and What We Can Do About It

Exploding the Phone

Totaled

A Wizard Called Woz

Just for Fun

Before Tesla became the phenomenon it is today, Shai Agassi's Better Place was ready to take on Big Auto and Big Oil by building the world's first affordable, all-electric car. Better Place raised nearly \$1 billion. But less than 5 years after it launched, the company was bankrupt and out of business. This is its story.

“The most interesting book ever written about Google” (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the “most authoritative...and in many ways the most entertaining” (James Gleick, The New York Book Review) account of Google to date and offers “an instructive primer on how the minds behind the world's most influential internet company function” (Richard Waters, The Wall Street Journal).

Revealing the real Steve Jobs, the mother of his first child paints an intimate portrait of an idealistic young man who was driven to change the world, who denied his own child and who mistook power for love. 100,000 first printing.

Finally, after a wait of more than thirty-five years, the first part of Volume 4 is at last ready for publication. Check out the boxed set that brings together Volumes 1 - 4A in one elegant case, and offers the purchaser a \$50 discount off the price of buying the four volumes individually. The Art of Computer Programming, Volumes 1-4A Boxed Set, 3/e ISBN: 0321751043 Art of Computer Programming, Volume 1, Fascicle 1, The: MMIX -- A RISC Computer for the New Millennium This multivolume work on the analysis of algorithms has long been recognized as the definitive description of classical computer science. The three complete volumes published to date already comprise a unique and invaluable resource in programming theory and practice. Countless readers have spoken about the profound personal influence of Knuth's writings. Scientists have marveled at the beauty and elegance of his analysis, while practicing programmers have successfully applied his "cookbook" solutions to their day-to-day problems. All have admired Knuth for the breadth, clarity, accuracy, and good humor found in his books. To begin the fourth and later volumes of the set, and to update parts of the existing three, Knuth has created a series of small books called fascicles, which will be published t regular intervals. Each fascicle will encompass a section or more of wholly new or evised material. Ultimately, the content of these fascicles will be rolled up into the comprehensive, final versions of each volume, and the enormous undertaking that began in 1962 will be complete. Volume 1, Fascicle 1 This first fascicle updates The Art of Computer Programming, Volume 1, Third Edition: Fundamental Algorithms, and ultimately will become part of the fourth edition of that book. Specifically, it provides a programmer's introduction to the long-awaited MMIX, a RISC-based computer that replaces the original MIX, and describes the MMIX assembly language. The fascicle also presents new material on subroutines, coroutines, and interpretive routines. Ebook (PDF version) produced by Mathematical Sciences Publishers (MSP),http://msp.org

The Art of Guerilla Management

iWoz: Computer Geek to Cult Icon

101 Computer Answers You Need to Know

The Genius Behind Apple's Greatest Products

A Memoir of My Life with Steve Jobs

Fire in the Valley

Sophistication and Simplicity

How Google Thinks, Works, and Shapes Our Lives

This study looks at the culture and role of the entrepreneur from a variety of disciplinary perspectives. These wide-ranging approaches include: the social science of entrepreneurship; entrepreneurship as innovation; and the question of whether managers can also be entrepreneurs.

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.

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.

The Macintosh Way is a "take-no-prisoners guide to marketing warfare" says Jean Louis Gasse, founder and president of Be, Inc. Must reading for anyone in the high-tech industry, it is valuable, insightful guide to innovation management and marketing for any industry.

Inventor of the Apple Computer

MMIX -- A RISC Computer for the New Millennium

Steve Wozniak

The Art of Computer Programming, Volume 1, Fascicle 1

All about Steve Wozniak

50 Years of Lisp

The definitive story of the rise of Nintendo. In 1981, Nintendo of America was a one-year-old business already on the brink of failure. Its president, Mino Arakawa, was stuck with two thousand unsold arcade cabinets for a dud of a game (Radar Scope). So he hatched a plan. Back in Japan, a boyish, shaggy-haired staff artist named Shigeru Miyamoto designed a new game for the unsold cabinets featuring an angry gorilla and a small jumping man. Donkey Kong brought in \$180 million in its first year alone and launched the career of a short, chubby plumber named Mario. Since then, Mario has starred in over two hundred games, generating profits in the billions. He is more recognizable than Mickey Mouse, yet he’s little more than a mustache in bib overalls. How did a mere smear of pixels gain such huge popularity? Super Mario tells the story behind the Nintendo games millions of us grew up with, explaining how a Japanese trading card company rose to dominate the fiercely competitive video-game industry. It’s been nearly fifteen years since Apple fans raved over the first edition of the critically-acclaimed The Cult of Mac. This long-awaited second edition brings the reader into the world of Apple today while also filling in the missing history since the 2004 edition, including the creation of Apple brand loyalty, the introduction of the iPhone, and the death of Steve Jobs. Apple is a global luxury brand whose products range from mobile phones and tablets to streaming TVs and smart home speakers. Yet despite this dominance, a distinct subculture persists, which celebrates the ways in which Apple products seem to encourage self-expression, identity, and innovation. The beautifully designed second edition of The Cult of Mac takes you inside today's Apple fandom to explore how devotions--new and old--keep the fire burning. Join journalists Leander Kahney and David Pierini as they explore how enthusiastic fans line up for the latest product releases, and how artists pay tribute to Steve Jobs' legacy in sculpture and opera. Learn why some photographers and filmmakers have eschewed traditional gear in favor of iPhone cameras. Discover a community of collectors around the world who spend tens of thousands of dollars to buy, restore, and enshrine Apple artifacts, like the Newton MessagePad and Apple II. Whether you're an Apple fan or just a casual observer, this second edition of The Cult of Mac is sure to reveal more than a few surprises, offering an intimate look at some of the most dedicated members in the Apple community.

What's it like to start a revolution? How do you build the biggest tech company in the world? And why do you walk away from it all? Paul Allen co-founded Microsoft. Together he and Bill Gates turned an idea writing software into a company and then an entire industry. This is the story of how it came about: two young mavericks who turned technology on its head; the bitter battles as each tried to stamp his vision on the future; and, the ruthless brilliance and fierce commitment. And finally, Allen's extraordinary step in walking away from it all to discover what it is you do after you've already changed the world. By his early thirties, Paul Allen was a world-famous billionaire-and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor-combined with the resources to launch and support new initiatives-have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this classic memoir, Allen explains how he has solved problems, what he’s learned from his many endeavors-both the triumphs and the failures-and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.