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# River Valley To Silicon Valley By Abhay

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**Startup** Harvard University Press

Nestled at the south end of San Francisco Bay, there lies a fertile valley. Cradled by the ancient Diablo and Santa Cruz Mountain ranges, the region spans much of the Santa Clara Valley, curling north from Menlo Park into Palo Alto. At its eastern gateway lies Milpitas and in the south is the Evergreen area, in the shadow of Mount Hamilton. The heart of the valley is San Jose. For many years, each spring, fruit trees produced flower blossoms as far as the eye could see. After World War II, veterans returned home, attended local engineering schools, and quickly became engaged in electronics and aeronautics development. The discovery of semiconductors and computer and Internet technologies radically altered the area, sped its momentum, and earned it its title--the Silicon Valley--now arguably the world's preeminent center for technological advances. Like the seismic waves that created the region, the valley's economic peaks and plunges have shaped the lives of its residents, but they continue to look to the future, developing new technologies to advance mankind.

**A History of Silicon Valley** Rowman & Littlefield

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.

**Library of Congress Subject Headings** eBook Partnership

The renowned architect surveys the architectural underpinnings and modern design flavors of America's high tech capital--Silicon Valley--capturing not only the corporate world, but also public buildings, churches, hotels, community centers, museums, and private homes. (Fine Arts)

*The Code* Stanford University Press

Rivers are essential to every aspect of civilization, yet how many understand how they work?

Fleming takes readers on a journey along our planet's waterways, providing a scientist's reflections on the profound interrelationships that rivers have with landscapes, ecosystems, and societies.

*The Creeks and Rivers of Silicon Valley* Simon & Schuster

Winner of the National Book Critics Circle Award for Criticism and the Mark Lynton History Prize

Through the story of the pioneering photographer Eadweard Muybridge, the author of *Recollections of My Nonexistence* explores what it was about California in the late 19th-century that enabled it to become such a center of technological and cultural innovation. The world as we know it today began in California in the late 1800s, and Eadweard Muybridge had a lot to do with it. This striking assertion is at the heart of Rebecca Solnit's new book, which weaves together biography, history, and fascinating insights into art and technology to create a boldly original portrait of America on the threshold of modernity. The story of Muybridge—who in 1872 succeeded in capturing high-speed motion photographically—becomes a lens for a larger story about the acceleration and industrialization of everyday life. Solnit shows how the peculiar freedoms and opportunities of

post-Civil War California led directly to the two industries—Hollywood and Silicon Valley—that have most powerfully defined contemporary society.

**Sunnyvale** Simon and Schuster

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 began and the forces that have propelled its unprecedented growth.

*The Global Silicon Valley Handbook* Princeton University Press

The techniques and research that have led the world's winemaking revolution have been transported around the globe, pushing boundaries in every region. An expansive new reference is needed to embrace these changes. *Opus Vino* provides greater coverage and a more up-to-date approach to the wine world than any other illustrated wine book. Use it as an encyclopedia to look up wine-producing regions, appellations, wineries, and producers; as an atlas to find places of interest; and as a travel guide to plan winery tours. *Opus Vino* takes a new look at the new world of wine from a new generation of wine writers. It takes wine publishing to new heights, and gives both professionals and amateur enthusiasts a wine reference fit for the 21st century.

**Opus Vino** Springer Nature

The classic account of the early days of tech, named one of the 10 best business books of the year by *Business Week*: "Riveting, wry, and often wise."—The Washington Post  
Jerry Kaplan had a dream: he would redefine the known universe (and get very rich) by creating a new kind of computer. All he needed was sixty million dollars, a few hundred employees, and a maniacal belief in his ability to win the Silicon Valley startup game. 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 his revolutionary idea. Along the way, Kaplan vividly recreates his encounters with eccentric employees, risk-addicted venture capitalists, and industry giants such as Bill Gates and John Sculley. And no one—including Kaplan himself—is spared his sharp wit. "What separates Kaplan's tale from other start-up stories is the insight he provides about dealing with two of America's largest computer companies—IBM and Microsoft...Readers interested in entrepreneurial adventurism will find Kaplan's tale entertaining."—*Publishers Weekly* "Kaplan tells it with novelistic style replete with races against the clock and sharp character sketches...An insider's well-written story of the death of a new machine."—*Kirkus Reviews* "A winner."—*Wired*

*The Upstarts* Abhay k

In "the best book to date on the subject" (*San Francisco Chronicle*), prize-winning journalist David A. Kaplan brings to life the culture and history of Silicon Valley. The symbol of high-tech genius and ineffable wealth, a place that competes with Hollywood and Washington in the zeitgeist of success and excess, the Valley is the epicenter of the New Economy. Depending on yesterday's stock market

close, roughly a quartermillion Siliconillionaires live in the Valley. And they're building megalomansions and buying Lamborghinis as fast as they can. Combining reportorial insight and biting wit, *The Silicon Boys* tells the unforgettable story of dreams and greed, ambition and luck, that has become the Valley of the Dollars.

*Many Worlds, One Life* William Morrow Paperbacks

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of *The Everything Store* Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. *The Upstarts* is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

*People's History of Silicon Valley* Twelve

This book is the first history of Silicon Valley from 1900 to the 2010s. It is a comprehensive study of the greatest creation of wealth in the history of the world, from the establishment of Stanford University to the age of social media. The underlying objective is to find the reason why it was Silicon Valley, and not some place on the East Coast or in Europe, that became the creative technological hub of the 21st century. Silicon Valley did not happen in a vacuum: the book also explores the surrounding social and cultural environment of the Bay Area. This "green" book follows the "red book" of 2012, which was the (sold out) first edition coauthored with Arun Rao, and the "blue book", which was Arun's proof-edited and expanded second edition of all chapters. The 600-page blue book is still available and contains both my old chapters and Arun's chapters. This 500-page green edition contains only my chapters (basically, the chronology) updated to 2015 and with many additions to early chapters and a new chapter on Asia.

**General Knowledge** Penguin

"Makes a reader feel like a time traveler plopped down among men who were by turns vicious and visionary."—*The Christian Science Monitor* The modern American economy was the creation of four men: Andrew Carnegie, John D. Rockefeller, Jay Gould, and J. P. Morgan. They were the giants of the Gilded Age, a moment of riotous growth that established America as the richest, most inventive, and most productive country on the planet. Acclaimed author Charles R. Morris vividly brings the men and their times to life. The ruthlessly competitive Carnegie, the imperial Rockefeller, and the provocateur Gould were obsessed with progress, experiment, and speed. They were balanced by Morgan, the gentleman businessman, who fought, instead, for a global trust in American business. Through their antagonism and their verve, they built an industrial behemoth—and a country of middle-class consumers. *The Tycoons* tells the incredible story of how these four determined men

wrenched the economy into the modern age, inventing a nation of full economic participation that could not have been imagined only a few decades earlier.

*Silicon Valley Fever* YOUTH COMPETITION TIMES

In this engaging, insightful, and inspiring narrative, Hermann Simon, the world-renowned management thinker, consultant, pricing expert, entrepreneur, and leading authority on the "hidden champions" business model, highlights the influences on his remarkable journey from humble origins on a German farm to advising and sharing the stage with global leaders in industry, academia, and politics. Born in 1947 in the rural Eifel region of Western Germany, Simon's coming of age parallels that of a country struggling to come to terms with the legacy of World War II and reinvent itself as a new world power. His colorful anecdotes of a youth spent in an agricultural community that in many ways operated as it had since the Middle Ages, reflect the establishment of core values, such as trust, focus, quality, and commitment that served as an anchor against the accelerating pace of technological, economic, political, social, and cultural change in the subsequent decades. Simon takes readers on a journey through time and space, as his—and our—world transformed from isolated to connected, local to global, revealing lessons learned from the extraordinary people (from Peter Drucker to Henry Kissinger) and places he has encountered along the way, through a career that has evolved from research and education to management consulting to leadership and strategy development on a broad scale. His particular interest in the Mittelstand, or "hidden champions," the small and medium-sized companies that exemplify the German business philosophy and served as the engine of its economic revival, becomes a powerful metaphor of his own experiences in blazing new trails while staying true to one's roots. For anyone familiar with Simon's work and contributions, *Many Worlds, One Life* reveals unique insights into the man himself and the origins of his ideas on successful leadership and business strategy. But more generally, readers in any field or discipline will recognize how their own stories reflect their ties to the past, their accomplishments in an increasingly complex environment, and, ultimately, their roads to the stars. "Hermann Simon is one of the very few people who combine a truly global mindset with strong local roots. This rare combination makes him a superb bridge-builder at a time of increasing friction in our global trading system. World-renowned management scholar, successful entrepreneur, engaged citizen - this book tells his life's amazing story in a compelling way." U. Mark Schneider, CEO, Nestlé "From the moment I met Hermann Simon, through each successive encounter, I have enjoyed increasing returns which are rare in most relationships. Hermann, please continue to open further fields of inquiry in business theory and practice, always with an eye to aligning profit, high purpose, and passion." Philip Kotler, Professor Emeritus of Marketing, Kellogg School of Management, Northwestern University "Among the politicians, officials, scholars, and entrepreneurs that Hermann Simon has close acquaintance with, it is a great honor that I am writing a letter of recommendation for this book and Dr. Simon. As a worldly renowned business manager and scholar, his wise words have always inspired and awakened business leaders (and engineers) like me. I bought the book and finished it on the spot before I left the bookstore. This book is about his life rather than his studies. This book also proves that he is a good essayist as much as he is a scholar. As you navigate into his youth in a German farmhouse, you will notice that he has always captured the details of daily life and social surroundings. It is the encounter of such details and awakening of

his senses that have led him to become the pride of modern Europe's business management studies. My favorite part in his book is the chapter, 'The School of Life'. He has listed the things he has learned throughout his life and said they are 'subjective and incomplete.' As I read through his book, it felt as if I were having a cup of tea with him over family, future, health, management, leadership, time management, and other lifetime subjects. His value and love for humanity is truly special. In this book, he acknowledges that his life is divided in two: one from his Eifel village and one from the globalized world. The division of the old and the present, or the division of time and space, which usually starts from village and ends in a city, was unavoidable to anyone our age who has gone through rapid urbanization and industrialization. Such sense of separation, however, does not always lead to enlightenment. The enlightenment that he is sharing with us is the fruit of his lifetime effort. When you read his stories from his childhood to recent research and studies, you will learn the never-changing truth that 'Great discernment is cultivated rather than is born.' I also think this book will be a milestone for the younger generations who still have more road to travel." Dr. Chang Gyu Hwang, former CEO, Samsung Electronics and KT Korea Telecom "In his autobiography, Professor Hermann Simon narrates his experience of growing from the countryside to the international stage and becoming a common friend in Chinese and German economic circles. It can be said that with the impetus of globalization, his Hidden Champion Theory has been widely practiced in both Germany and China. The combination of the Hidden Champion Theory and the pragmatic development of small and medium-sized enterprises has promoted the craftsmanship, deepened international cooperation, and enriched the connotation of Sino-German economic and trade cooperation. In recent years, Sino-German pragmatic economic and trade cooperation has maintained a continuous development momentum. Both the industrial chain and the supply chain cooperation are safe and stable. In the future, we will look forward to collaborating more with the German business community to uphold multilateralism, promote trade and investment liberalization and facilitation, assist cooperation in various fields to achieve positive results, push the continuous expansion of two-way opening forward." 刘迪迅先生 Mr. LIU Dianxun 刘迪迅先生 Director General of Investment Promotion Agency of Ministry of Commerce. P.R.China

*Valley of Genius* Macmillan

In *Beyond Silicon Valley: How One Online Course Helped Support Global Entrepreneurs*, Professor Michael Goldberg takes readers on a global entrepreneurial adventure. He tells the stories of students who took his groundbreaking and hugely popular *Beyond Silicon Valley* massive open online course (MOOC), the most translated in Coursera history. To date, over 135,000 people have registered for *Beyond Silicon Valley*, and in this book, readers will meet nearly 20 students who started and grew their businesses, mentored other entrepreneurs, became innovation consultants, grew their entrepreneurial advocacy organizations, and more. These entrepreneurs live and work in transitioning economies throughout Europe, the Middle East, Asia, Africa, and the Americas. Goldberg also poignantly connects these startup struggles and successes to his hometown of Cleveland, Ohio, a region that is making a transition of its own. Join Goldberg as he inspires--and finds inspiration from--innovators and entrepreneurial supporters everywhere.

*Where the River Flows* Arcadia Publishing

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).

**Valley of the Gods** Grand Central Publishing

Looks at the high technology industries of the Silicon Valley, arguing that it provides an illustration of environmental inequality and racism.

**The Prince of Silicon Valley** Vintage

"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.

**Uncanny Valley** Penguin

*Silicon Valley: Exploring the Communities Behind the Digital Revolution* is a photo essay and souvenir guide to the Santa Clara Valley landscape and communities where engineers and scientists learned how to turn sand (silicon) into gold (computer chips).

Geek Silicon Valley NYU Press

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 second-order 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.

**Beyond Silicon Valley** Stanford University Press

This book takes a simple look at what it means to live in a valley. It examines basic geographical features, why people choose to live there and the risks people might have because of living in a valley, such as landslides! The book also looks at how people adapt to living in a valley and the different things people do in their daily lives, from mining rock and minerals, to going hiking!