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Hiltzik's Dealers of Lightning provides
a fascinating look at technohistory
that sets the record straight. In
Dealers of Lightning, Hiltzik describes

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The forces and faces behind the revolution that the Xerox PARC team single-handedly spawned. The Xerox PARC group was composed solely of top technical minds.

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Publisher Description. In the
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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
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While similar in spirit, the book

"Xerox - Dealers of Lightning" is bigger in scope than Tracy Kidder's "The Soul

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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

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

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

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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 knowledgeable 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

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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.

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

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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.

Highlights achievements of Bell Labs as a leading innovator, exploring the role of its highly educated employees in developing new technologies while considering the qualities of companies where innovation and development

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This tells the story of Douglas Engelbart's revolutionary vision, reaching beyond conventional histories of Silicon Valley to probe the ideology that shaped some of the basic ingredients of contemporary life.

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 1970s and 1980s. 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

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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.

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

Pulitzer Prize winner Tracy Kidder memorably records the drama, comedy, and excitement of one company's efforts to bring a new microcomputer to market. Computers have changed since 1981, when *The Soul of a New Machine* first examined the culture of the computer

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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.

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