What The Dormouse Said How Sixties Counterculture Shaped Personal Computer Industry John Markoff

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<u>Underground</u> What the Dormouse Said The first years of the company that developed the microchip and created the model for a successful Silicon Valley start-up. In the first three and a half years of its existence, Fairchild Semiconductor developed, produced, and marketed the device that would become the fundamental building block of the digital world: the microchip. Founded in 1957 by eight former employees of the Schockley Semiconductor Laboratory, Fairchild created the model for a successful Silicon Valley start-up: intense activity with a common goal, close collaboration, and a quick path to the market (Fairchild's first device hit the market just ten months after the company's founding). Fairchild Semiconductor was one of the first companies financed by venture capital, and its success inspired the establishment of venture capital firms in the San Francisco Bay area. These firms would finance the explosive growth of Silicon Valley over the next several decades.

This history of the early years of Fairchild Semiconductor examines the technological, business, and social dynamics behind its innovative products. The centerpiece of the book is a collection of documents, reproduced in facsimile, including the company's first prospectus; ideas, sketches, and plans for the company's products; and a notebook kept by cofounder Jay Last that records problems, schedules, and tasks discussed at weekly meetings. A historical overview, interpretive essays, and an introduction to semiconductor technology in the period accompany these primary documents.

<u>Alice's Adventures in Wonderland</u>

Stanford University Press
Argues that Americans must improve their understanding of probability and logic

What the Dormouse Said

Harvard University Press
Profiles computer hackers who overstep ethical boundaries and break the law to penetrate society's most sensitive computer networks.

Yuga Viking Press

In 1865, English author CHARLES LUTWIDGE DODGSON (1832-1898), aka Lewis Carroll, wrote a fantastical adventure story for the young daughters of a friend. The adventures of Alice-named for one of the little girls to whom the book was dedicated-who journeys down a rabbit hole and into a whimsical underworld realm, instantly struck a chord with the British public, and then with readers around the world. Dodgson's playfulness-with language, with mathematical puzzles, with testy creatures such as the White Rabbit, the Mad Hatter and the Queen of Hearts-still confounds and teases lovers of fantasy fiction today. Alice acolytes continue to unravel the book's strange riddles, and constantly find new meaning in the unexpected underlying themes, from the trials of early adolescence to the value of nonsense. The conundrums and delights of Alice ensures its ongoing influence over modern pop culture. This unabridged replica edition features the original illustrations by English artist SIR JOHN TENNIEL (1820-1914), and is a treasured addition to any library.

Summary of John Markoff's What the Dormouse Said University of Chicago Press
A celebration of the early years of the digital revolution, when computing power was deployed in a beige box on your desk. Today, people carry powerful computers in our pockets and call them "phones." A generation ago, people were amazed that the processing power of a mainframe computer could be contained in a beige box on a desk. This book is a celebration of those early home computers, with specially commissioned new photographs of 100 vintage computers and a generous selection of print advertising, product packaging, and instruction manuals. Readers can recapture the glory days of fondly remembered (or happily forgotten) machines including the Commodore 64, TRS-80, Apple Lisa, and Mattel Aquarius—traces of the techno-utopianism of the not-so-distant past. Home Computers showcases mass-market success stories, rarities, prototypes, one-offs, and never-before-seen specimens. The heart of the book is a series of artful photographs that capture idiosyncratic details of switches and plugs, early user-interface designs, logos, and labels. After a general scene-setting retrospective, the book proceeds computer by computer, with images of each device accompanied by a short history of the machine, its inventors, its innovations, and its influence. Readers who inhabit today's always-on, networked, inescapably connected world will be charmed by this visit to an era when the digital revolution could be powered down every evening.

Perfection Learning
Told by one of our greatest chroniclers of technology and society, the definitive biography of iconic serial visionary Stewart Brand, from the Merry Pranksters and the generation-defining Whole Earth Catalog to the marriage of environmental consciousness and hacker capitalism and the rise of a new planetary culture—the story behind so many other stories Stewart Brand has long been famous if you know who he is, but for many people outside the counterculture, early computing, or the environmental movement, he is perhaps best known for his famous mantra "Stay Hungry. Stay Foolish." Steve Jobs's endorsement of these words as his code to live by is fitting; Brand has played many roles, but one of the most important is as a model for how to live. The contradictions are striking: A blond-haired WASP with a modest family inheritance, Brand went to Exeter and Stanford and was an army

veteran, but in California in the 1960s he became an artist and a photographer in the thick of the LSD revolution. While tripping on acid on the roof of his building, he envisioned how valuable it would be for humans to see a photograph of the planet they shared from space, an image that in the end landed on the cover of his Whole Earth Catalog, the defining publication of the counterculture. He married a Native American woman and was committed to protecting indigenous culture, which connected to a broader environmentalist mission that has been a through line of his life. At the same time, he has outraged purists because of his pragmatic embrace of useful technologies, including nuclear power, in the fight against climate change. The famous tagline promise of his catalog was "Access to Tools"; with rare exceptions he rejected politics for a focus on direct power. It was no wonder, then, that he was early to the promise of the computer revolution and helped define it for the wider world. Brand's life can be hard to fit onto one screen. John Markoff, also a great chronicler of tech culture, has done something extraordinary in unfolding the rich, twisting story of Brand's life against its proper landscape. As Markoff

makes marvelously clear, the streams of individualism, respect for science, environmentalism, and Eastern and indigenous thought that flow through Brand's entire life form a powerful gestalt, a California state of mind that has a hegemonic power to this day. His way of thinking embraces a true planetary consciousness that may be the best hope we humans collectively have.

If You See a Kitten Penguin
Please note: This is a companion version & not the original book. Sample Book Insights: #1 In 1960, two young California engineers boarded a plane to attend an electronics technical meeting in Philadelphia. The International Circuits Conference had recently been focused on radio, but that was changing as electronic systems began to find their way into consumer, business, and military equipment. #2 Crane was hired to work on a new computer being built by the Institute for Advanced Study in Princeton. He was witness to one of the world's first artificial light shows when he worked on the Johniac, a computer that used magnetic-core memory. #3 In 1960, Douglas Engelbart was working with SRI on a magnetic shift register, one of the key

components of a computer. He had introduced the idea of an all-magnetic computer at an industry technical conference the previous year. He was not an easy person to control, but he was a valuable member of the team. #4 Engelbart was a navy radar technician who was stationed in the Philippines after World War II. He was bored and anxious, and spent his time watching the towering tropical cloud formations. He began to consider how the fields of science and engineering could be applied to the deluge of data threatening to overwhelm researchers.

Pinocchio, the Tale of a Puppet MIT Press
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 begana?nd the forces that have propelled its unprecedented growth.

Makers of the Microchip University of Chicago Press
As robots are increasingly integrated into modern society—on the battlefield and the road, in business, education, and health—Pulitzer-Prize-winning New York

Times science writer John Markoff searches for an answer to one of the most important questions of our age: will these machines help us, or will they replace us? In the past decade alone, Google introduced us to driverless cars, Apple debuted a personal assistant that we keep in our pockets, and an Internet of Things connected the smaller tasks of everyday life to the farthest reaches of the internet. There is little doubt that robots are now an integral part of society, and cheap sensors and powerful computers will ensure that, in the coming years, these robots will soon act on their own. This new era offers the promise of immense computing power, but it also reframes a question first raised more than half a century ago, at the birth of the intelligent machine: Will we control these systems, or will they control us? In Machines of Loving Grace, New York Times reporter John Markoff, the first reporter to cover the World Wide Web, offers a sweeping history of the complicated and evolving relationship between humans and computers. Over the recent years, the pace of technological change has accelerated dramatically, reintroducing this difficult ethical quandary with newer and far weightier consequences. As Markoff chronicles the history of automation, from the birth of the artificial intelligence and intelligence augmentation communities in the 1950s, to the modern day brain trusts at Google and Apple in Silicon Valley, and on to the expanding tech corridor between Boston and New York, he traces the different ways developers have addressed this fundamental problem and urges them to carefully consider the consequences of their work. We are on the verge of a technological revolution, Markoff argues, and robots will profoundly transform the way our lives are organized. Developers must now draw a bright line between what is human and what is machine, or risk upsetting the delicate balance between them.

The Global Silicon Valley Handbook Aegypan The Newsweek technology writer chronicles the rise of the Mac, a machine that revolutionized the computer industry and American society. Original.

Bootstrapping HarperCollins When you look at fine connections, it's hard to say exactly what relation "Alice in Wonderland" has to this book, "Through the Looking-Glass," Oh, it's plainly the same girl, though she seems older, here, and some characters (like Tweedledum and Tweedledee) appear in both. But she doesn't get there the same way, and doesn't refer to her adventures in Wonderland so much as once. Oh well: maybe it's all a dream and she can't remember the last one -- or maybe the magic through the Looking-Glass has hold of her, just as it has hold of Humpty Dumpty, or the Walrus and the Carpenter.

Through the Looking-Glass Penguin 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.

Hackers Doubleday This "charming" one-of-a-kind collection reminds weary adults not to lose sight of the values and virtues they learned as kids (The New York Times). Here are over three hundred quotations from over two hundred well-loved children's books, such as Charlotte's Web, Peter Pan, Harry Potter and the Sorcerer's Stone, Eloise, Sounder, Number the Stars, and Goodnight Moon, organized by topic, among them Acceptance, Goodness,

Family Woes, and Growing Old. On Silence: "I assure you that you can pick up more information when you are listening than when you are talking." —E. B.White, The Trumpet of the Swan. On Reverence: "Dying's part of the wheel, right there next to being born . . . Being part of the whole thing, that's the blessing." —Natalie Babbitt, Tuck Everlasting. With clever illustrations from Pierre Le-Tan, here is a book to share with a friend or keep by your own bedside. It's the perfect gift for your sister, your mother, your brother, your nephew, your kid's teacher, your daughter away at college, your son in the Navy, your mailman, your priest, for the old lady next door, or for the baby just born. Most importantly, give it to yourself. It will help you remember why you loved reading in the first place. "Wise." —The Dallas Morning News "Insightful." —Publishers Weekly

Insanely Great HarperCollins UK
Told by one of our greatest chroniclers of technology and society, the definitive biography of iconic serial visionary Stewart Brand, from the Merry Pranksters and the generation-defining Whole Earth Catalog to the marriage of environmental consciousness and hacker capitalism and the rise of a new planetary culture—the story behind so many other stories Stewart Brand has long been famous if you know who he is, but for many people outside the counterculture, early computing, or the environmental movement, he is perhaps best known for his famous mantra "Stay Hungry. Stay Foolish." Steve Jobs's endorsement of these words as his code to live by is fitting; Brand has played many roles, but one of the most important is as a model for how to live. The contradictions are striking: A blond-haired WASP with a modest family inheritance, Brand went to Exeter and Stanford and was an army veteran, but in California in the 1960s he became an artist and a photographer in the thick of the LSD revolution. While tripping on acid on the roof of his building, he envisioned how valuable it would be for humans to see a photograph of the planet they shared from space, an image that in the end landed on the cover of his Whole Earth Catalog, the defining publication of the counterculture. He married a Native American woman and was committed to protecting indigenous culture, which connected to a broader environmentalist mission that has been a through line of his life. At the same time, he has outraged purists because of his pragmatic embrace of useful technologies, including nuclear power, in the fight against climate change. The famous tagline promise of his catalog was "Access to Tools"; with rare exceptions he rejected politics for a focus on direct power. It was no wonder, then, that he was early to the promise of the computer revolution and helped define it for the wider world. Brand's life can be hard to fit onto one screen. John Markoff, also a great chronicler of tech culture, has done something extraordinary in unfolding the rich, twisting story of Brand's life against its proper landscape. As Markoff makes marvelously clear, the streams of individualism, respect for science, environmentalism, and Eastern and indigenous thought that flow through Brand's entire life form a powerful gestalt, a California state of mind that has a hegemonic power to this day. His way of thinking embraces a true planetary consciousness that may be the best hope we humans collectively have.

What the Dormouse Said Cosimo, Inc.
"This makes entertaining reading. Many accounts of the birth of personal computing have been written, but this is the first close look at the drug habits of the

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earliest pioneers." —New York Times Most histories of the personal computer industry focus on technology or business. John Markoff's landmark book is about the culture and consciousness behind the first PCs—the culture being counter– and the consciousness expanded, sometimes chemically. It's a brilliant evocation of Stanford, California, in the 1960s and '70s, where a group of visionaries set out to turn computers into a means for freeing minds and information. In these pages one encounters Ken Kesey and the phone hacker Cap'n Crunch, est and LSD, The Whole Earth Catalog and the Homebrew Computer Lab. What the Dormouse Said is a poignant, funny, and inspiring book by one of the smartest technology writers around.

What the Dormouse Said CreateSpace 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.

Alice in wonderland Autêntica Editora We commonly think of the psychedelic sixties as an explosion of creative energy and freedom that arose in direct revolt against the social restraint and authoritarian hierarchy of the early Cold War years. Yet, as Fred Turner reveals in The Democratic Surround, the decades that brought us the Korean War and communist witch hunts also witnessed an extraordinary turn toward explicitly democratic, open, and inclusive ideas of communication and with them new, flexible

models of social order. Surprisingly, he shows that it was this turn that brought us the revolutionary multimedia and wild-eyed individualism of the 1960s counterculture. In this prequel to his celebrated book From Counterculture to Cyberculture, Turner rewrites the history of postwar America, showing how in the 1940s and '50s American liberalism offered a far more radical social vision than we now remember. Turner tracks the influential mid-century entwining of Bauhaus aesthetics with American social science and psychology. From the Museum of Modern Art in New York to the New Bauhaus in Chicago and Black Mountain College in North Carolina, Turner shows how some of the most well-known artists and intellectuals of the forties developed new models of media, new theories of interpersonal and international collaboration, and new visions of an open, tolerant, and democratic self in direct contrast to the repression and conformity associated with the fascist and communist movements. He then shows how their work shaped some of the most significant media events of the Cold War, including Edward Steichen's Family of Man exhibition, the multimedia performances of John Cage, and, ultimately, the psychedelic Be-Ins of the sixties. Turner demonstrates that by the end of the 1950s this vision of the democratic self and the media built to promote it would actually become part of the mainstream, even shaping American propaganda efforts in Europe. Overturning common misconceptions of these transformational years, The Democratic Surround shows just how much the artistic and social radicalism of the sixties owed to the liberal ideals of Cold War America, a democratic vision that still underlies our hopes for digital media today.

I Have America Surrounded Simon and Schuster

In Blue Sky Dream: A Memoir of America's Fall from Grace, award-winner David Beers offers a powerful, personal vision of the rise and fall of the American middle class. Here is a dazzling literary chronicle of a family, a people, and a nation: the "blue sky tribe" of ever-optimistic middle-class Americans who believed in something called the American Dream, then woke up one day to discover it was gone. Blue Sky Dream is a book incredibly rich in ideas, in ways of seeing the recent past with stunning clarity. David Beers explores issues that define our times—downsizing, middle-class anxiety, the profound anger with government, the sense that something has gone awry with the United States—with such skill, personal immediacy, and compassion that readers will see their own histories in his prose. Blue Sky Dream can rightly be called a communal memoir, because in telling his family's tale—growing tensions and disillusionment in their suburban paradise, a son rejecting his parents' values, one sudden and inexplicable moment of violence—Beers tells the story of his people, the blue sky tribe "who imagined ourselves to be living the inevitable future, and are very surprised today to discover we were but a strange and aberrant moment that is now receding into history."

What the Dormouse Said Grand Central Publishing

An analysis of the political and cultural forces that gave rise to the personal computer chronicles its development through the people, politics, and social upheavals that defined its time, from a teenage anti-war protester who laid the groundwork for the PC revolution to the imprisoned creator of the first word processing software for the IBM PC. Reprint.

Alice's Adventures in Wonderland "O'Reilly Media, Inc."

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consciousness expanded, sometimes chemically. It's a brilliant evocation of Stanford, California, in the 1960s and '70s, where a group of visionaries set out to turn computers into a means for freeing minds and information. In these pages one encounters Ken Kesey and the phone hacker Cap'n Crunch, est and LSD, The Whole Earth Catalog and the Homebrew Computer Lab. What the Dormouse Said is a poignant, funny, and inspiring book by one of the smartest technology writers around.