

Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

Reveals the behind-the-scenes story of the downfall of Apple Computer, a tale of incredible technological inventiveness undercut by corporate ineptitude and internal competition featuring a bruising portrait of the company's co-founder, Steve Jobs. The Newsweek technology writer chronicles the rise of the Mac, a machine that revolutionized the computer industry and American society. Original.

A behind-the-scenes look at the firm behind WordPress.com and the unique work culture that contributes to its phenomenal success 50 million websites, or twenty percent of the entire web, use WordPress software. The force behind WordPress.com is a convention-defying company called Automattic, Inc., whose 120 employees work from anywhere in the world they wish, barely use email, and launch improvements to their products dozens of times a day. With a fraction of the resources of Google, Amazon, or Facebook, they have a similar impact on the future of the Internet. How is this possible? What's different about how they work, and what can other companies learn from their methods? To find out, former Microsoft veteran Scott Berkun worked as a manager at WordPress.com, leading a team of young programmers developing new ideas. The Year Without Pants shares the secrets of WordPress.com's phenomenal success from the inside. Berkun's story reveals insights on creativity, productivity, and

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

leadership from the kind of workplace that might be in everyone's future. Offers a fast-paced and entertaining insider's account of how an amazing, powerful organization achieves impressive results Includes vital lessons about work culture and managing creativity Written by author and popular blogger Scott Berkun (scottberkun.com) The Year Without Pants shares what every organization can learn from the world-changing ideas for the future of work at the heart of Automattic's success.

New York Times bestseller! From New York Times bestselling author Cal Newport comes a bold vision for liberating workers from the tyranny of the inbox--and unleashing a new era of productivity. Modern knowledge workers communicate constantly. Their days are defined by a relentless barrage of incoming messages and back-and-forth digital conversations--a state of constant, anxious chatter in which nobody can disconnect, and so nobody has the cognitive bandwidth to perform substantive work. There was a time when tools like email felt cutting edge, but a thorough review of current evidence reveals that the "hyperactive hive mind" workflow they helped create has become a productivity disaster, reducing profitability and perhaps even slowing overall economic growth. Equally worrisome, it makes us miserable. Humans are simply not wired for constant digital communication. We have become so used to an inbox-driven workday that it's hard to imagine alternatives. But they do exist. Drawing on years of investigative reporting, author and computer science professor Cal Newport makes the case that our current approach to work is broken, then lays out a series of

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

principles and concrete instructions for fixing it. In *A World without Email*, he argues for a workplace in which clear processes--not haphazard messaging--define how tasks are identified, assigned and reviewed. Each person works on fewer things (but does them better), and aggressive investment in support reduces the ever-increasing burden of administrative tasks. Above all else, important communication is streamlined, and inboxes and chat channels are no longer central to how work unfolds. The knowledge sector's evolution beyond the hyperactive hive mind is inevitable. The question is not whether a world without email is coming (it is), but whether you'll be ahead of this trend. If you're a CEO seeking a competitive edge, an entrepreneur convinced your productivity could be higher, or an employee exhausted by your inbox, *A World Without Email* will convince you that the time has come for bold changes, and will walk you through exactly how to make them happen.

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 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

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

Xerox discarded.

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

Does Silicon Valley deserve all the credit for digital creativity and social media? Joy Rankin questions this triumphalism by revisiting a pre-PC time when schools were not the last stop for mature consumer technologies but flourishing sites of innovative collaboration—when users taught computers and visionaries dreamed of networked access for all.

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 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.

The shocking untold story of the elite secret society of hackers fighting to protect our privacy, our freedom -- even democracy itself *Cult of the Dead Cow* is the tale of the oldest, most respected, and most famous American hacking group of all time. Though until now it has

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

remained mostly anonymous, its members invented the concept of hacktivism, released the top tool for testing password security, and created what was for years the best technique for controlling computers from afar, forcing giant companies to work harder to protect customers. They contributed to the development of Tor, the most important privacy tool on the net, and helped build cyberweapons that advanced US security without injuring anyone. With its origins in the earliest days of the Internet, the cDc is full of oddball characters -- activists, artists, even future politicians. Many of these hackers have become top executives and advisors walking the corridors of power in Washington and Silicon Valley. The most famous is former Texas Congressman and current presidential candidate Beto O'Rourke, whose time in the cDc set him up to found a tech business, launch an alternative publication in El Paso, and make long-shot bets on unconventional campaigns. Today, the group and its followers are battling electoral misinformation, making personal data safer, and battling to keep technology a force for good instead of for surveillance and oppression. Cult of the Dead Cow shows how governments, corporations, and criminals came to hold immense power over individuals and how we can fight back against them.

Predicts that quantum computation will bypass conventional computers, and explains quantum entanglement, how quantum computers might work, and the possibility of teleportation

"The fascinating story of how Unix began and how it took over the world. Brian Kernighan was a member of the original group of Unix developers, the creator of several fundamental Unix programs, and the co-author of classic books like "The C Programming Language" and "The Unix Programming Environment."--

Barely fifty years ago a computer was a gargantuan, vastly expensive thing that only a handful

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

of scientists had ever seen. The world's brightest engineers were stymied in their quest to make these machines small and affordable until the solution finally came from two ingenious young Americans. Jack Kilby and Robert Noyce hit upon the stunning discovery that would make possible the silicon microchip, a work that would ultimately earn Kilby the Nobel Prize for physics in 2000. In this completely revised and updated edition of *The Chip*, T.R. Reid tells the gripping adventure story of their invention and of its growth into a global information industry. This is the story of how the digital age began.

The bestselling cyberpunk author “has produced by far the most stylish report from the computer outlaw culture since Steven Levy’s *Hackers*” (Publishers Weekly). Bruce Sterling delves into the world of high-tech crime and punishment in one of the first books to explore the cyberspace breaches that threaten national security. From the crash of AT&T’s long-distance switching system to corporate cyberattacks, he investigates government and law enforcement efforts to break the back of America’s electronic underground in the 1990s. In this modern classic, “Sterling makes the hackers—who live in the ether between terminals under noms de net such as VaxCat—as vivid as Wyatt Earp and Doc Holliday. His book goes a long way towards explaining the emerging digital world and its ethos” (Publishers Weekly). This edition features a new preface by the author that analyzes the sobering increase in computer crime over the twenty-five years since *The Hacker Crackdown* was first published. “Offbeat and brilliant.” —Booklist “Thoroughly researched, this account of the government’s crackdown on the nebulous but growing computer-underground provides a thoughtful report on the laws and rights being defined on the virtual frontier of cyberspace. . . . An enjoyable, informative, and (as the first mainstream treatment of the subject) potentially important book . . . Sterling is a fine

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

and knowledgeable guide to this strange new world.” —Kirkus Reviews “A well-balanced look at this new group of civil libertarians. Written with humor and intelligence, this book is highly recommended.” —Library Journal

New York Times best-selling author and Pulitzer Prize-winning journalist Michael Hiltzik tells the epic story of the New Deal through the outsized personalities of the people who fought for it, opposed it and benefited from it, including FDR, Herbert Hoover, General Hugh Johnson and Harry Hopkins.

Tog on Software Design discusses the evolution computers will undergo in the coming decade and the impact these changes will have on society as a whole. You'll find essays on topics from quality management to the meaning of standards, to corporate structure and cooperation, interspersed with responses to queries supplied by designers and developers. These essays will furnish industry managers, programmers, and designers with a blueprint for success in the coming decade. Discussion of issues surrounding home, school, and business will give computer enthusiasts a fascinating view of how their lives will soon be transformed.

The triumphs and setbacks of inventor and entrepreneur Robert Noyce are illuminated in a biography that describes his colorful life in context of the evolution of the high-tech industry and the complex interrelationships among technology, business, big money, politics, and culture in Silicon Valley.

With a New Introduction by Mary Gaitskill A PEN/Hemingway Award Finalist A New York Times Book Review Notable Book Ellen Ullman is a "rarity, a computer programmer with a poet's feeling for language" (Laura Miller, Salon). The Bug breaks

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

new ground in literary fiction, offering us a deep look into the internal lives of people in the technical world. Set in a start-up company in 1984, this highly acclaimed first novel explores what happens when a baffling software flaw—a bug so teasing it is named "the Jester"—threatens the survival of the human beings who created it.

A Top 10 Book of Essays & Literary Criticism for Fall 2017, Publishers Weekly | Books We Can't Wait to Read in the Rest of 2017, Chicago Reader The slippery online ecosystem is the perfect breeding ground for identities: true, false, and in between. The Internet shorthand IRL—"in real life"—now seems naïve. We no longer question the reality of online experiences but the reality of selfhood in the digital age. In *The Secret Life: Three True Stories*, the essayist and novelist Andrew O'Hagan issues three bulletins from the porous border between cyberspace and IRL. "Ghosting" introduces us to the beguiling and divisive Wikileaks founder Julian Assange, whose autobiography the author agrees to ghostwrite with unforeseen—and unforgettable—consequences. "The Invention of Ronnie Pinn" finds the author using the actual identity of a deceased young man to construct an entirely new one in cyberspace, leading him on a journey deep into the Web's darkest realms. And "The Satoshi Affair" chronicles the strange case of Craig Wright, the Australian Web developer who may or may not be the mysterious inventor of Bitcoin, Satoshi Nakamoto—and who may or may not be willing, or even able, to reveal the truth. O'Hagan's searching pieces take us to the weirder fringes of life in a digital world

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

while also casting light on our shared predicaments. What does it mean when your very sense of self becomes, to borrow a term from the tech world, “disrupted”? Perhaps it takes a novelist, an inventor of selves, armed with the tools of a trenchant reporter, to find an answer.

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 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.

From Pulitzer Prize-winner Michael Hiltzik, the epic tale of the clash for supremacy between America's railroad titans.

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

A noted journalist chronicles three years in the lives of a team of maverick software developers, led by Lotus 1-2-3 creator Mitch Kapor, intent on creating a revolutionary personal information manager to challenge Microsoft Outlook. Reprint. 30,000 first printing.

This “superb history” of artificial light traces the evolution of society—“invariably fascinating and often original . . . [it] amply lives up to its title” (Publishers Weekly, starred review). In *Brilliant*, Jane Brox explores humankind’s ever-changing relationship to artificial light, from the stone lamps of the Pleistocene to the LEDs embedded in fabrics of the future. More than a survey of technological development, this sweeping history reveals how artificial light changed our world, and how those social and cultural changes in turn led to the pursuit of more ways of spreading, maintaining, and controlling light. Brox plumbs the class implications of light—who had it, who didn’t—through the centuries when crude lamps and tallow candles constricted waking hours. She identifies the pursuit of whale oil as the first time the need for light thrust us toward an environmental tipping point. Only decades later, gas street lights opened up the evening hours to leisure, which changed the ways we live and sleep and the world’s ecosystems. Edison’s bulbs produced a light that seemed to its users all but divorced from human effort or cost. And yet, as Brox’s informative portrait of our current grid system shows, the cost is ever with us. *Brilliant* is infused with human voices, startling insights, and timely questions about how our future lives will be shaped

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

by light

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 communications breakthrough since the invention of the telephone. In the 1960's, when computers were 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.

This “inside account captures the energy—and the madness—of the software giant’s race to develop a critical new program. . . . Gripping” (Fortune Magazine). *Showstopper* is the dramatic, inside story of the creation of Windows NT, told by Wall Street Journal reporter G. Pascal Zachary. Driven by the legendary David Cutler, a picked band of software engineers sacrifices almost everything in their lives to build a new, stable, operating system aimed at giving Microsoft a platform for growth through the next decade of development in the computing business. Comparable in many ways to the Pulitzer Prize–winning book *The Soul of a New Machine* by Tracy Kidder, *Showstopper* gets deep inside the process of software development, the lives and motivations of

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

coders and the pressure to succeed coupled with the drive for originality and perfection that can pull a diverse team together to create a program consisting of many hundreds of thousands of lines of code.

Behind the bitter rivalry between Apple and Google—and how it's reshaping the way we think about technology The rise of smartphones and tablets has altered the industry of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the mobile marketplace but in the courts and on screens around the world. Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In *Dogfight*, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outsize personalities like Steve Jobs, Apple's now-lionized CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. *Dogfight* reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops. It's about who will control the content on those devices and where that content will come from—about the future of

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

media and the Internet in Silicon Valley, New York, and Hollywood.

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 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 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.

The definitive history of America's greatest incubator of innovation and the birthplace of some of the 20th century's most influential technologies "Filled with colorful characters and inspiring lessons . . . The Idea Factory explores one of the most critical issues of

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

our time: What causes innovation?" —Walter Isaacson, The New York Times Book Review "Compelling . . . Gertner's book offers fascinating evidence for those seeking to understand how a society should best invest its research resources." —The Wall Street Journal From its beginnings in the 1920s until its demise in the 1980s, Bell Labs—officially, the research and development wing of AT&T—was the biggest, and arguably the best, laboratory for new ideas in the world. From the transistor to the laser, from digital communications to cellular telephony, it's hard to find an aspect of modern life that hasn't been touched by Bell Labs. In *The Idea Factory*, Jon Gertner traces the origins of some of the twentieth century's most important inventions and delivers a riveting and heretofore untold chapter of American history. At its heart this is a story about the life and work of a small group of brilliant and eccentric men—Mervin Kelly, Bill Shockley, Claude Shannon, John Pierce, and Bill Baker—who spent their careers at Bell Labs. Today, when the drive to invent has become a mantra, Bell Labs offers us a way to enrich our understanding of the challenges and solutions to technological innovation. Here, after all, was where the foundational ideas on the management of innovation were born.

"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

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

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.

As breathtaking today as the day it was completed, Hoover Dam not only shaped the American West but helped launch the American century. In the depths of the Great Depression it became a symbol of American resilience and ingenuity in the face of crisis, putting thousands of men to work in a remote desert canyon and bringing unruly

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

nature to heel. Pulitzer Prize-winning writer Michael Hiltzik uses the saga of the dam's conception, design, and construction to tell the broader story of America's efforts to come to grips with titanic social, economic, and natural forces. For embodied in the dam's striking machine-age form is the fundamental transformation the Depression wrought in the nation's very culture—the shift from the concept of rugged individualism rooted in the frontier days of the nineteenth century to the principle of shared enterprise and communal support that would build the America we know today. In the process, the unprecedented effort to corral the raging Colorado River evolved from a regional construction project launched by a Republican president into the New Deal's outstanding—and enduring—symbol of national pride. Yet the story of Hoover Dam has a darker side. Its construction was a gargantuan engineering feat achieved at great human cost, its progress marred by the abuse of a desperate labor force. The water and power it made available spurred the development of such great western metropolises as Los Angeles, Phoenix, Denver, Las Vegas, Salt Lake City, and San Diego, but the vision of unlimited growth held dear by its designers and builders is fast turning into a mirage. In Hiltzik's hands, the players in this epic historical tale spring vividly to life: President Theodore Roosevelt, who conceived the project; William Mulholland, Southern California's great builder of water works, who urged the dam upon a reluctant Congress; Herbert Hoover, who gave the dam his name though he initially opposed its construction; Frank Crowe, the dam's renowned master builder,

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

who pushed his men mercilessly to raise the beautiful concrete rampart in an inhospitable desert gorge. Finally there is Franklin Roosevelt, who presided over the ultimate completion of the project and claimed the credit for it. Hiltzik combines exhaustive research, trenchant observation, and unforgettable storytelling to shed new light on a major turning point of twentieth-century history.

"In this ... book you will enter the worlds of modern art, current movies and television dramas, new technologies, and cutting edge science. You will see familiar figures examined in surprising ways: musicians, including Mozart, Stravinsky, and the Beatles; artists, including Van Gogh, Picasso, and Warhol; writers, including Twain, Joyce, and Rowling; scientists, including Darwin, Einstein and Wolfram; and business leaders, including Jobs, Zuckerberg, and Karp." -- Page [4] of cover.

Exploring a radical combination of research, art and new media. The idea behind Xerox's interdisciplinary Palo Alto Research Center (PARC) is simple: if you put creative people in a hothouse setting, innovation will naturally emerge. PARC's Artist-in-Residence Program (PAIR) brings artists who use new media to PARC and pairs them with researchers who often use the same media, though in different contexts. This is radically different from most corporate support of the arts, where there is little intersection between the disciplines. The result is both interesting art and new scientific innovations. Art and Innovation explores the unique process that grew from this pairing of new media artists and scientists working at the frontier of developing technologies. In

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

addition to discussing specific works created during several long-term residencies, the artists and researchers reveal the similarities and differences in their approaches and perspectives as they engage each other in a search for new methods for communication and creativity. Contributors Marshall Bern, David Biegelsen, Michael Black, Jeanette Blomberg, John Seely Brown, Margaret Crane, Paul De Marinis, Jeanne C. Finley, Rich Gold, Craig Harris, Steve Harrison, David Levy, Constance Lewallen, Dale MacDonald, Judy Malloy, Cathy Marshall, Scott Minneman, John Muse, Susan Newman, Joel Slayton, Lucy Suchman, Randy Trigg, Stephen Wilson, Jon Winet, Pamela Z

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.

A history of the innovative practices in the San Francisco-area electronics industry that paved the way for the rise of the computer industry in Silicon Valley.

In 2004, Android was two people who wanted to build camera software. But they couldn't get investors interested. Today, Android is a large team at Google, shipping an operating system (including camera software) to over three billion devices worldwide. This is the inside story, told by the people who made it happen. "What are the essential ingredients that lead a small team to build software at the sheer scale and impact of Android? We may never fully know, but this first person account is probably the closest set of clues we have." –Dave Burke, VP of Android Engineering "Androids captures a strong picture of what the early development of Android, as

Online Library Dealers Of Lightning Xerox Parc And The Dawn Of The Computer Age

well as the Android team, was like.” –Dianne Hackborn, Android Framework Engineer
“Androids is the engaging tale of a motley group of coders with a passion to make insanely great products who banged out the operating system when that idea seemed nuts. True to his geek genes, Chet Haase tells this remarkable tale of technical and business success from the trenches, an inspiring, massive collective effort of dozens of programmers who flipped their seemingly late timing to their advantage, and presaged a generation of platform builders. Read Androids to discover what it takes to create a hot tech team that shipped a product running today on more than 3 billion devices.” –Jonathan Littman, co-author of The Entrepreneurs Faces: How Makers, Visionaries and Outsiders Succeed, and author of The Fugitive Game All profits from the book will be donated to charity.

Relentless and ominous, the drumbeat echoes across the land: Social Security is on the verge of bankruptcy. These repeated warnings have become a dismal article of faith for the millions of Americans who pay Social Security taxes and expect to collect benefits someday. But they are flatly untrue. Social Security today is on a stronger financial footing than it has been for decades. The Plot Against Social Security will explain who is really behind the efforts to “reform” this system and will show that the most frequently proposed fix—increased privatization—will damage it beyond repair by undermining retirement security for generations to come. Award-winning journalist Michael Hiltzik also offers a clear set of remedies for those few elements of Social Security that do need repair—proposals that will shore up the most efficient social insurance program in America’s history, rather than destroying it in the name of reform.

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