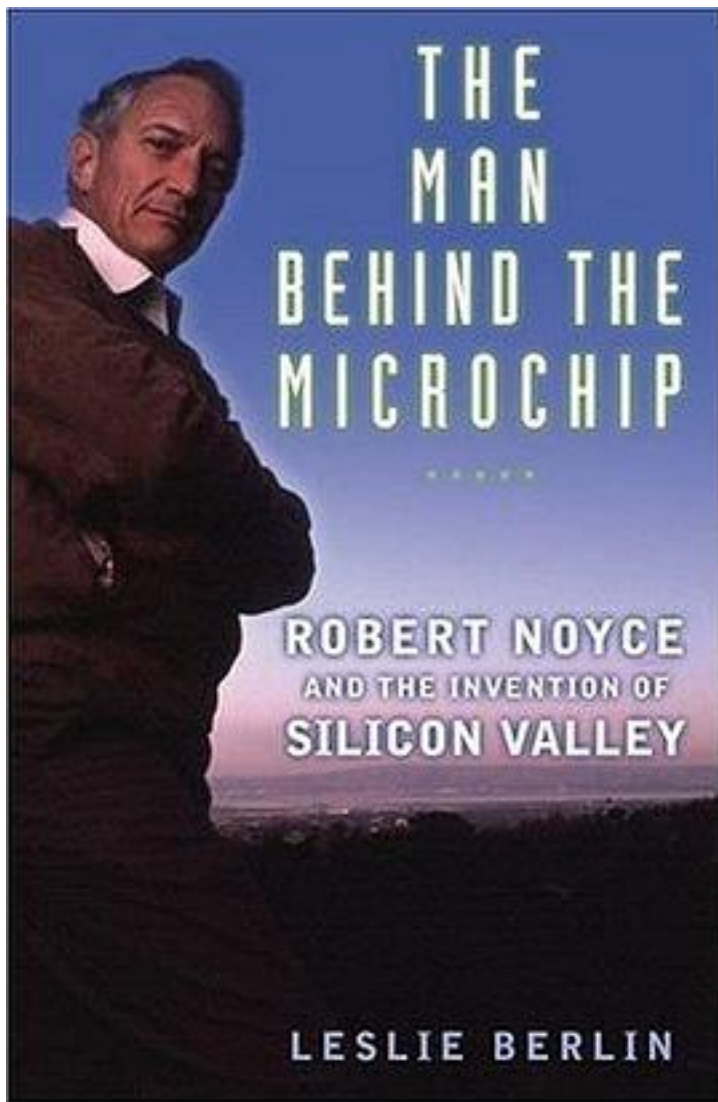


The Man Behind the Microchip



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Hailed as the Thomas Edison and Henry Ford of Silicon Valley, Robert Noyce was a brilliant inventor, a leading entrepreneur, and a daring risk taker who piloted his own jets and skied mountains accessible only by helicopter. Now, in *The Man Behind the Microchip*, Leslie Berlin captures not only this colorful individual but also the vibrant interplay of technology, business, money, politics, and culture that defines Silicon Valley. Here is the life of a high-tech industry giant. The co-founder of Fairchild Semiconductor and Intel, Noyce co-invented the integrated circuit, the electronic heart of every modern computer, automobile, cellular telephone, advanced weapon, and video game. With access to never-before-seen documents, Berlin paints a fascinating portrait of Noyce: an ambitious and intensely competitive multimillionaire who exuded a "just folks" sort of charm, a Midwestern preacher's son who rejected organized religion but would counsel his employees to "go off and do something wonderful," a man who never looked back and sometimes paid a price for it. In addition, this vivid narrative sheds light on Noyce's friends and associates, including some of the best-known managers, venture capitalists, and creative minds in Silicon Valley. Berlin draws upon interviews with dozens of key players in modern American business--including Andy Grove, Steve Jobs, Gordon Moore, and Warren Buffett; their recollections of Noyce give readers a privileged, first-hand look inside the dynamic world of high-tech entrepreneurship. A modern American success story, *The Man Behind the Microchip* illuminates the triumphs and setbacks of one of the most important inventors and entrepreneurs of our time.

作者介绍:

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标签

硅谷

技术

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传记

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评论

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书评

Robert

Noyce并不是硅谷第一代创业者，也不是最后一代。在他之前，有H和P，在他之后，有Jobs、Gates、Page等等。但只有Noyce创造的不仅仅是一家公司，而是一个时代。开创一个时代需要怎样的性格特征？或者更科学地提出这个问题：什么样性格特征的人更有可能成为开创时代的人...

20世纪初开始，欧洲和美洲整个西方国家开始了轰轰烈烈的大混乱，第一次世界大战，第二次世界大战，战争让技术成为国家的迫切需要。美国政府大力采购最先进的设备以制造威慑对方的武器。 Robert Noyce，来自一个小镇的天才少年，调皮但成绩优秀的孩子。格林内尔大学三年级违纪离...

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