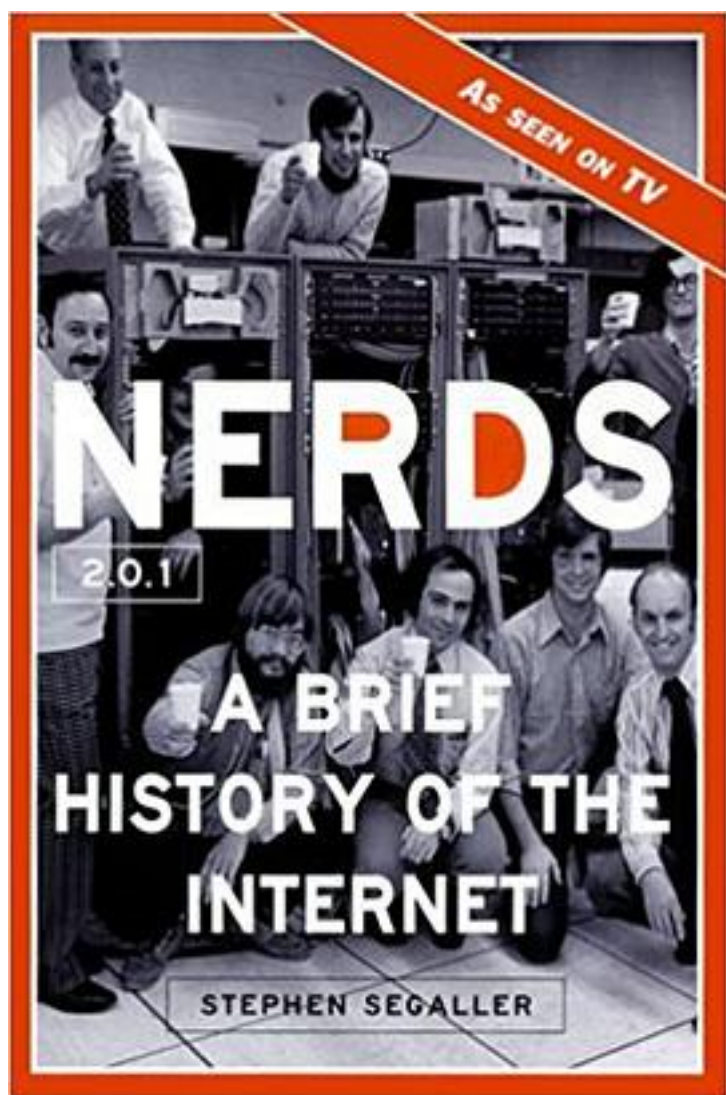# NERDS 2.0.1

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著者:Stephen Segaller

出版者:TV Books

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装帧:Paperback

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Nerds 2.0.1, the first detailed history of computer networking, begins in the 1960s with the launch of the Soviet Sputnik satellite and the efforts of one Pentagon bureaucrat, Bob Taylor, to save money. By building a network of computers, he believed the government could avoid buying so many new ones for academic research. From these modest Cold War beginnings a global networking industry has flourished, creating virtual communities, online shopping, the ubiquitous e-mail, and immense fortunes. Stephen Segaller's timely book draws on interviews with more than seventy of the pioneers who have used their technological genius and business skills to make incompatible systems work together, to make networking user-friendly, and to create a new global communications medium that rivals the telephone system or television in its scope and reach.Nerds 2.0.1 tells the dramatic, often comical story of how the world's computers have come to be wired together over the last thirty years. This paperback reprint contains new material to update the picture of this still-evolving saga.

作者介绍:

Nerds 2.0.1: A Brief History of the Internet presents the development of the Web as a product of colliding, dualistic forces: the individuality of the personal computer and the universality of a global network. Along the way, other complementary opposites arise, such as the intersection of the "computer lib" hippie hacker and the IBM or Pentagon bureaucrat. The biographies of these visionaries, and the magnificent changes their ideas induced, make Nerds 2.0.1 compelling reading.

Nerds 2.0.1 is a unique computer-history book, in that it is really a history of networking. Author Stephen Segaller covers all the current heavy hitters of the technology industry in depth: Novell, 3Com, and Cisco. In particular, the story of the creation of Cisco--and the ousting of the original founders by the sponsoring venture capitalist--shows the high-level stakes and intrigue this billionaire world holds. Segaller also chronicles the failures of companies who didn't realize what their programmers had made available to them. IBM, Xerox, and, some would say, Microsoft are big players in this part of Segaller's tale.

The author puts technological developments in a helpful context: the infamous 100-hour Silicon Valley workweek, the "dog-year" life span of an Internet start-up, and the managerial shufflings of a sponsoring venture capitalist firm all make sense in the world he describes. --Jennifer Buckendorff --This text refers to the Hardcover edition.

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