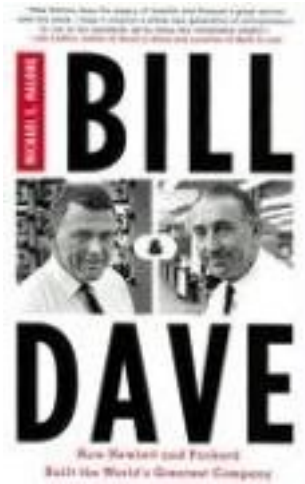


Bill and Dave



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Others have written about the rise of Hewlett-Packard, including Dave Packard himself in *The HP Way*. But acclaimed journalist Michael S. Malone is the first to get the full story, based on exclusive access to corporate and private archives, along with hundreds of interviews.

Malone draws on his new material to show how some of the most influential products of our time were invented and how a culture of innovation led HP to unparalleled success for decades.

He also shows what was really behind the HP Way—the groundbreaking management philosophy that put people ahead of products or profits. It was a hard-nosed business philosophy that created a ferociously competitive and adaptive company—arguably the world’s greatest company.

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