



In the Company of Giants: Candid Conversations With the Visionaries of the Digital World

Rama Dev Jager, Ortiz Rafael

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In the Company of Giants presents groundbreaking conversations conducted with 16 of the digital world's most successful personalities: Bill Gates, Steve Jobs, T. J. Rodgers, Gordon Eubanks, Steve Case, Scott Cook, Sandy Kurtzig, John Warnock and Charles Geschke, Michael Dell, Charles Wang, Andy Grove, Trip Hawkins, Ed McCracken, Ken Olsen, and Bill Hewlett. In order to write In the Company of Giants, the authors sat down with Silicon Valley's greatest visionaries in intimate, face-to-face discussions without corporate filters or interference. Each spoke for hours, answering the authors' probing questions about their work and their success; about the technology industry and their visions of the future; and about themselves, their values, and each other. The result is the broadest, deepest, most forthright investigation yet into the origins, evolution, and future direction of the Information Age and the idiosyncratic geniuses who lead it. In these pages, you'll read Steve Jobs on what Apple did right and where it went wrong; d Bill Gates on the future of operating systems in an internet-centered world; Gordon Eubanks at Symantec on the two-guys-in-a-garage myth ("Apple wouldn't have gone anywhere without guys like [former Apple Chairman and President A. C. "Mike"] Markkula, who had some idea of what a company looked like."); Sandy Kurtzig at ASK on how she stood up to the big boys at Hewlett-Packard to retain control of her soon-to-be software colossus; Steve Case on censorship on the internet - and customer service; and Andy Grove on the next big frontier (cross-fertilizing genetics and biotech with information technology). Equal parts candid opinion, insider's history of the high-techtrade, and front-line business primer, packed with insight and passion, In the Company of Giants transports you to the epicenter of the most vital and influential industry of our time, in the company of some of the most lively and intelligent minds at work today.

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