
Where Wizards Stay Up Late

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by Mack & Ryker

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smaller dimension without sacrificing on high quality. This makes it easy to share Where Wizards Stay Up Late documents through email or various other digital means, without worrying about surpassing documents size restrictions.

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Where Wizards Stay Up Late

The Origins Of The Internet *Simon and Schuster*

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.

Where Wizards Stay Up Late

The Origins Of The Internet *Simon and Schuster*

A history of the Internet and the story of the scientists behind its creation describes the 1960s effort funded by the Defense Department and the technologies that contributed to its monumental growth

Where Wizards Stay Up Late

The Origins of the Internet *Free Press*

Twenty five years ago, it didn't exist. Today, over 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.

A History of the Internet and the Digital Future *Reaktion Books*

A History of the Internet and the Digital Future tells the story of the development

of the Internet from the 1950s to the present and examines how the balance of power has shifted between the individual and the state in the areas of censorship, copyright infringement, intellectual freedom, and terrorism and warfare. Johnny Ryan explains how the Internet has revolutionized political campaigns; how the development of the World Wide Web enfranchised a new online population of assertive, niche consumers; and how the dot-com bust taught smarter firms to capitalize on the power of digital artisans. From the government-controlled systems of the Cold War to today's move towards cloud computing, user-driven content, and the new global commons, this book reveals the trends that are shaping the businesses, politics, and media of the

digital future.

Cyberpunk

Outlaws and Hackers on the Computer Frontier, Revised *Simon and Schuster*

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

How the Internet Happened: From Netscape to the iPhone *Liveright Publishing*

A Library Journal Best Book of the Year Tech-guru Brian McCullough delivers a rollicking history of the internet, why it exploded, and how it changed everything. The internet was never

intended for you, opines Brian McCullough in this lively narrative of an era that utterly transformed everything we thought we knew about technology. In *How the Internet Happened*, he chronicles the whole fascinating story for the first time, beginning in a dusty Illinois basement in 1993, when a group of college kids set off a once-in-an-epoch revolution with what would become the first “dotcom.” Depicting the lives of now-famous innovators like Netscape’s Marc Andreessen and Facebook’s Mark Zuckerberg, McCullough also reveals surprising quirks and unknown tales as he tracks both the technology and the culture around the internet’s rise. Cinematic in detail and unprecedented in scope, the result both enlightens and informs as it draws back the curtain on

the new rhythm of disruption and innovation the internet fostered, and helps to redefine an era that changed every part of our lives.

Inventing the Internet *MIT Press*

Janet Abbate recounts the key players and technologies that allowed the Internet to develop; but her main focus is always on the social and cultural factors that influenced the Internet’s design and use. Since the late 1960s the Internet has grown from a single experimental network serving a dozen sites in the United States to a network of networks linking millions of computers worldwide. In *Inventing the Internet*, Janet Abbate recounts the key players and technologies that allowed the Internet to develop; but her main focus

is always on the social and cultural factors that influenced the Internet's design and use. The story she unfolds is an often twisting tale of collaboration and conflict among a remarkable variety of players, including government and military agencies, computer scientists in academia and industry, graduate students, telecommunications companies, standards organizations, and network users. The story starts with the early networking breakthroughs formulated in Cold War think tanks and realized in the Defense Department's creation of the ARPANET. It ends with the emergence of the Internet and its rapid and seemingly chaotic growth. Abbate looks at how academic and military influences and attitudes shaped both networks; how the usual lines between

producer and user of a technology were crossed with interesting and unique results; and how later users invented their own very successful applications, such as electronic mail and the World Wide Web. She concludes that such applications continue the trend of decentralized, user-driven development that has characterized the Internet's entire history and that the key to the Internet's success has been a commitment to flexibility and diversity, both in technical design and in organizational culture.

Dealers of Lightning

Xerox PARC and the Dawn of the Computer Age *Harper Collins*

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.

A Romance on Three Legs

Glenn Gould's Obsessive Quest for the Perfect Piano *Bloomsbury Publishing USA*

Glenn Gould was famous for his

obsessions: the scarves, sweaters and fingerless gloves that he wore even on the hottest summer days; his deep fear of germs and illness; the odd wooden "pygmy" chair that he carried with him wherever he performed; and his sudden withdrawal from the public stage at the peak of his career. But perhaps Gould's greatest obsession of all was for a particular piano, a Steinway concert grand known as CD318 (C, meaning for the use of Steinway Concert Artists only, and D, denoting it as the largest that Steinway built). A Romance on Three Legs is the story of Gould's love for this piano, from the first moment of discovery, in a Toronto dept. store, to the tragic moment when the piano was dropped and seriously damaged while being transported from a concert

overseas. Hafner also introduces us to the world and art of piano tuning, including a central character in Gould's life, the blind tuner Verne Edquist, who lovingly attended to CD318 for more than two decades. We learn how a concert grand is built, and the fascinating story of how Steinway & Sons weathered the war years by supplying materials for the military effort. Indeed, CD318 came very close to ending up as a series of glider parts or, worse, a casket. The book has already been lauded by Kevin Bazzana, author of the definitive Gould biography, who notes that Hafner "has clarified some old mysteries and turned up many fresh details."

What the Dormouse Said

How the Sixties Counterculture Shaped the Personal Computer Industry *Penguin*

Most histories of the personal computer industry focus on technology or business. John Markoff's landmark book is about the culture and consciousness behind the first PCs—the culture being counter- and the consciousness expanded, sometimes chemically. It's a brilliant evocation of Stanford, California, in the 1960s and '70s, where a group of visionaries set out to turn computers into a means for freeing minds and information. In these pages one encounters Ken Kesey and the phone hacker Cap'n Crunch, est and LSD, The Whole Earth Catalog and the Homebrew Computer Lab. What the Dormouse Said is a poignant, funny, and inspiring book

by one of the smartest technology writers around.

Burn Rate

How I Survived the Gold Rush Years on the Internet *Simon and Schuster*

Michael Wolff's wickedly funny chronicle of his rags-to-riches-to-rags adventure as a fledgling Internet entrepreneur exposes an industry powered by hype, celebrity, and billions of investment dollars -- and notably devoid of profit-making enterprises. As he describes his efforts to control his company's burn rate -- the amount of money the company consumes in excess of its income -- Wolff offers a no-holds-barred portrait of unaccountable successes and major disasters, including the story

behind Wired magazine and its fanatical founder, Louis Rossetto; the rise of America Online, perhaps the most dysfunctional successful company in history, and the humiliating inability of people such as Bill Gates to untangle the intricacies of the Web.

Nerds 2.0.1

A Brief History of the Internet *TV Books Incorporated*

A companion book to the PBS television series chronicles the thirty-year development of the Internet from its beginnings as a cold war effort to build a network of government computers in order to save money

Mother Daughter Me

A Memoir *Random House*

The complex, deeply binding relationship between mothers and daughters is brought vividly to life in Katie Hafner's remarkable memoir, an exploration of the year she and her mother, Helen, spent working through, and triumphing over, a lifetime of unresolved emotions. Dreaming of a "year in Provence" with her mother, Katie urges Helen to move to San Francisco to live with her and Zoë, Katie's teenage daughter. Katie and Zoë had become a mother-daughter team, strong enough, Katie thought, to absorb the arrival of a seventy-seven-year-old woman set in her ways. Filled with fairy-tale hope that she and her mother would become friends, and that Helen would grow close to her exceptional granddaughter, Katie

embarked on an experiment in intergenerational living that she would soon discover was filled with land mines: memories of her parents' painful divorce, of her mother's drinking, of dislocating moves back and forth across the country, and of Katie's own widowhood and bumpy recovery. Helen, for her part, was also holding difficult issues at bay. How these three women from such different generations learn to navigate their challenging, turbulent, and ultimately healing journey together makes for riveting reading. By turns heartbreaking and funny—and always insightful—Katie Hafner's brave and loving book answers questions about the universal truths of family that are central to the lives of so many. Praise for *Mother Daughter Me* "The most raw, honest and

engaging memoir I've read in a long time."—KJ Dell'Antonia, *The New York Times* "A brilliant, funny, poignant, and wrenching story of three generations under one roof, unlike anything I have ever read."—Abraham Verghese, author of *Cutting for Stone* "Weaving past with present, anecdote with analysis, [Katie] Hafner's riveting account of multigenerational living and mother-daughter frictions, of love and forgiveness, is devoid of self-pity and unafraid of self-blame. . . . [Hafner is] a bright—and appealing—heroine."—Cathi Hanauer, *Elle* "[A] frank and searching account . . . Currents of grief, guilt, longing and forgiveness flow through the compelling narrative."—Steven Winn, *San Francisco Chronicle* "A touching saga that shines . . . We see how years-

old unresolved emotions manifest.”—Lindsay Deutsch, USA Today “[Hafner’s] memoir shines a light on nurturing deficits repeated through generations and will lead many readers to relive their own struggles with forgiveness.”—Erica Jong, People “An unusually graceful story, one that balances honesty and tact . . . Hafner narrates the events so adeptly that they feel enlightening.”—Harper’s “Heartbreakingly honest, yet not without hope and flashes of wry humor.”—Kirkus Reviews “[An] emotionally raw memoir examining the delicate, inevitable shift from dependence to independence and back again.”—O: The Oprah Magazine (Ten Titles to Pick Up Now) “Scrap any romantic ideas about what goes on when a 40-something woman invites her

mother to live with her and her teenage daughter for a year. As Hafner hilariously and touchingly tells it, being the center of a family sandwich is, well, complicated.”—Parade

Fire in the Valley

The Birth and Death of the Personal Computer *Pragmatic Bookshelf*

In the 1970s, while their contemporaries were protesting the computer as a tool of dehumanization and oppression, a motley collection of college dropouts, hippies, and electronics fanatics were engaged in something much more subversive. Obsessed with the idea of getting computer power into their own hands, they launched from their garages a hobbyist movement that grew into an

industry, and ultimately a social and technological revolution. What they did was invent the personal computer: not just a new device, but a watershed in the relationship between man and machine. This is their story. *Fire in the Valley* is the definitive history of the personal computer, drawn from interviews with the people who made it happen, written by two veteran computer writers who were there from the start. Working at InfoWorld in the early 1980s, Swaine and Freiburger daily rubbed elbows with people like Steve Jobs and Bill Gates when they were creating the personal computer revolution. A rich story of colorful individuals, *Fire in the Valley* profiles these unlikely revolutionaries and entrepreneurs, such as Ed Roberts of MITS, Lee Felsenstein at Processor

Technology, and Jack Tramiel of Commodore, as well as Jobs and Gates in all the innocence of their formative years. This completely revised and expanded third edition brings the story to its completion, chronicling the end of the personal computer revolution and the beginning of the post-PC era. It covers the departure from the stage of major players with the deaths of Steve Jobs and Douglas Engelbart and the retirements of Bill Gates and Steve Ballmer; the shift away from the PC to the cloud and portable devices; and what the end of the PC era means for issues such as personal freedom and power, and open source vs. proprietary software.

The Friendly Orange Glow

The Untold Story of the PLATO System and the Dawn of Cyberculture *Vintage*

At a time when Steve Jobs was only a teenager and Mark Zuckerberg wasn't even born, a group of visionary engineers and designers--some of them only high school students--in the late 1960s and 1970s created a computer system called PLATO, which was light-years ahead in experimenting with how people would learn, engage, communicate, and play through connected computers. Not only did PLATO engineers make significant hardware breakthroughs with plasma displays and touch screens but PLATO programmers also came up with a long list of software innovations: chat rooms, instant messaging, message boards,

screen savers, multiplayer games, online newspapers, interactive fiction, and emoticons. Together, the PLATO community pioneered what we now collectively engage in as cyberculture. They were among the first to identify and also realize the potential and scope of the social interconnectivity of computers, well before the creation of the internet. PLATO was the foundational model for every online community that was to follow in its footsteps. The Friendly Orange Glow is the first history to recount in fascinating detail the remarkable accomplishments and inspiring personal stories of the PLATO community. The addictive nature of PLATO both ruined many a college career and launched pathbreaking multimillion-dollar software products. Its

development, impact, and eventual disappearance provides an instructive case study of technological innovation and disruption, project management, and missed opportunities. Above all, The Friendly Orange Glow at last reveals new perspectives on the origins of social computing and our internet-infatuated world.

Dreaming in Code

Two Dozen Programmers, Three Years, 4,732 Bugs, and One Quest for Transcendent Software *Crown Business*

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.

Alexander Archipenko

The House at the Bridge

A Story of Modern Germany *Scribner Book Company*

An American descendant of its German-Jewish owners relates the history of a house near Berlin, from Nazi occupation to the fall of the Berlin wall

A People's History of Computing in the United States *Harvard University Press*

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.

The Cult of the Serpent

An Interdisciplinary Survey of Its Manifestations and Origins *SUNY Press*

Grace Hopper and the Invention of the Information Age *MIT Press*

The career of computer visionary Grace Murray Hopper, whose innovative work in programming laid the foundations for the user-friendliness of today's personal

computers that sparked the information age. A Hollywood biopic about the life of computer pioneer Grace Murray Hopper (1906–1992) would go like this: a young professor abandons the ivy-covered walls of academia to serve her country in the Navy after Pearl Harbor and finds herself on the front lines of the computer revolution. She works hard to succeed in the all-male computer industry, is almost brought down by personal problems but survives them, and ends her career as a celebrated elder stateswoman of computing, a heroine to thousands, hailed as the inventor of computer programming. Throughout Hopper's later years, the popular media told this simplified version of her life story. In *Grace Hopper and the Invention of the Information Age*, Kurt Beyer reveals a

more authentic Hopper, a vibrant and complex woman whose career paralleled the meteoric trajectory of the postwar computer industry. Both rebellious and collaborative, Hopper was influential in male-dominated military and business organizations at a time when women were encouraged to devote themselves to housework and childbearing. Hopper's greatest technical achievement was to create the tools that would allow humans to communicate with computers in terms other than ones and zeroes. This advance influenced all future programming and software design and laid the foundation for the development of user-friendly personal computers.

A Brief History of the Future
Hachette UK

The Internet is the most remarkable thing human beings have built since the Pyramids. John Naughton's book intersperses wonderful personal stories with an authoritative account of where the Net actually came from, who invented it and why and where it might be taking us. Most of us have no idea how the Internet works, or who created it. Even fewer have any idea what it means for society and the future. In a cynical age, John Naughton has not lost his capacity for wonder. He examines the nature of his own enthusiasm for technology and traces its roots in his lonely childhood and in his relationship with his father. *A Brief History of the Future* is an intensely personal celebration of vision and altruism, ingenuity and determination and, above

all, of the power of ideas, passionately felt, to change the world.

Arming Mother Nature

The Birth of Catastrophic Environmentalism *Oxford University Press*

Hamblin argues that military planning for World War III essentially created "catastrophic environmentalism": the idea that human activity might cause global natural disasters. This awareness, Hamblin shows, emerged out of dark ambitions, as governments poured funds into environmental science after World War II.

Weaving the Web

The Original Design and Ultimate Destiny of the World Wide Web by Its Inventor

Discusses the origins and evolution of the Web, offers insights into the current state of the Web, and shares a blueprint for the future

The Boys *Spiegel & Grau*

A tour-de-force post-pandemic novel about love, the yearning for connection, and the ways in which childhood trauma plays out in adult life. When introverted Ethan Fawcett marries the vivacious Barb, he has every reason to believe he will be delivered from a lifetime of solitude. They become the foster parents to two young brothers, Tommy and Sam. But instead of bringing the Barb and Ethan closer together, the boys become

a wedge in their relationship. When the pandemic hits, Ethan grows obsessed with providing a perfect life for the boys. In the process, he pushes Barb away, unable to share with her a secret that has been haunting him since childhood. Once the planet returns to a version of normal, Ethan takes Tommy and Sam on a biking adventure in Italy. During what turns out to be a disastrous excursion, it becomes clear just how unusual Ethan and his children are--and what it will take for Ethan to repair his marriage. This hauntingly beautiful novel is filled with humor and surprise. *The Boys* is a poignant, page-turning literary debut that, above all, is a bold and highly original high-wire feat.

The Idea Factory

Bell Labs and the Great Age of American Innovation *Penguin*

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 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.

Hackers & Painters

Big Ideas from the Computer Age *"O'Reilly Media, Inc."*

The author examines issues such as the rightness of web-based applications, the programming language renaissance, spam filtering, the Open Source Movement, Internet startups and more. He also tells important stories about the kinds of people behind technical innovations, revealing their character and their craft.

Once You're Lucky, Twice You're Good

The Rebirth of Silicon Valley and the Rise of Web 2.0 *Penguin*

Traces the stories of entrepreneurs who rose from the ashes of the dot-com bust to create groundbreaking new Web companies, in an account that documents the success stories of such examples as Facebook, MySpace, and YouTube.

Turing's Cathedral

The Origins of the Digital Universe *Vintage*

Presents the history of the invention of computers, describing the collaboration of John von Neumann and his colleagues as they worked together to create the first computer, an event which led to the hydrogen bomb and the birth of the

digital age.

The Chip

How Two Americans Invented the Microchip and Launched a Revolution *Random House*

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

The Story of Seymour Cray and the Technical Wizards Behind the Supercomputer *John Wiley & Sons Incorporated*

Recounts the development of the supercomputer by Seymour Cray, and traces the life of the maverick engineer and entrepreneur who created a new industry

The Soul of A New Machine *Back Bay Books*

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 Hacker Crackdown

Law and Disorder on the Electronic Frontier *Open Road Media*

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 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

The Social Organism

A Radical Understanding of Social Media to Transform Your Business and Life *Hachette Books*

"A must-read for business leaders and anyone who wants to understand all the implications of a social world." -- Bob Iger, Chairman and Chief Executive Officer of The Walt Disney Company
From tech visionaries Oliver Luckett and Michael J. Casey, a groundbreaking, must-read theory of social media -- how it works, how it's changing human life,

and how we can master it for good and for profit. In barely a decade, social media has positioned itself at the center of twenty-first century life. The combined power of platforms like Facebook, Twitter, Instagram, Snapchat, and Vine have helped topple dictators and turned anonymous teenagers into celebrities overnight. In the social media age, ideas spread and morph through shared hashtags, photos, and videos, and the most compelling and emotive ones can transform public opinion in mere days and weeks, even attitudes and priorities that had persisted for decades. How did this happen? The scope and pace of these changes have left traditional businesses -- and their old-guard marketing gatekeepers -- bewildered. We simply do not

comprehend social media's form, function, and possibilities. It's time we did. In *The Social Organism*, Lockett and Casey offer a revolutionary theory: social networks -- to an astonishing degree--mimic the rules and functions of biological life. In sharing and replicating packets of information known as memes, the world's social media users are facilitating an evolutionary process just like the transfer of genetic information in living things. Memes are the basic building blocks of our culture, our social DNA. To master social media -- and to make online content that impacts the world -- you must start with the *Social Organism*. With the scope and ambition of *The Second Machine Age* and James Gleick's *The Information*, *The Social Organism* is an indispensable guide for

business leaders, marketing professionals, and anyone serious about understanding our digital world -- a guide not just to social media, but to human life today and where it is headed next.

Insanely Great

The Life and Times of Macintosh, the Computer that Changed Everything *Penguin Books*

The Newsweek technology writer chronicles the rise of the Mac, a machine that revolutionized the computer industry and American society. Original.

Clean Meat

How Growing Meat Without Animals

Will Revolutionize Dinner and the World *Simon and Schuster*

Paul Shapiro gives you a front-row seat for the wild story of the race to create and commercialize cleaner, safer, sustainable meat—real meat—without the animals. From the entrepreneurial visionaries to the scientists' workshops to the big business boardrooms—Shapiro details that quest for clean meat and other animal products and examines the debate raging around it. Since the dawn of *Homo sapiens* some quarter million years ago, animals have satiated our species' desire for meat. But with a growing global population and demand for meat, eggs, dairy, leather, and more, raising such massive numbers of farm animals is woefully inefficient and takes an enormous toll on the planet, public

health, and certainly the animals themselves. But what if we could have our meat and eat it, too? The next great scientific revolution is underway—discovering new ways to create enough food for the world's ever-growing, ever-hungry population. Enter clean meat—real, actual meat grown (or brewed!) from animal cells—as well as other clean foods that ditch animal cells altogether and are simply built from the molecule up. Whereas our ancestors domesticated wild animals into livestock, today we're beginning to domesticate their cells, leaving the animals out of the equation. From one single cell of a cow, you could feed an entire village. And the story of this coming "second domestication" is anything but tame.

Don't Stay Up Late

A Fear Street Novel *Macmillan*

Plagued by nightmares and hallucinations after a car accident kills her father, Lisa takes a seemingly straightforward babysitting job to distract herself only to discover horrifying truths about her young charge. By the best-selling author of the Goosebumps series. Simultaneous eBook.

Microserfs

A Novel *Harper Collins*

They are Microserfs—six code-crunching computer whizzes who spend upward of sixteen hours a day "coding" and eating "flat" foods (food which, like Kraft

singles, can be passed underneath closed doors) as they fearfully scan company e-mail to learn whether the great Bill is going to "flame" one of them. But now there's a chance to become innovators instead of cogs in the gargantuan Microsoft machine. The intrepid Microserfs are striking out on their own—living together in a shared digital flophouse as they desperately try to cultivate well-rounded lives and find love amid the dislocated, subhuman whirl and buzz of their computer-driven world.

Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition *McGraw Hill Professional*

From the marketing strategist who helped Steve Jobs launch the original Apple Macintosh comes a

groundbreaking guide to positioning any company for industry dominance Andy Cunningham has been at the forefront of tech and innovation since day one, and she's been helping companies create new product categories ever since. Now she reveals the winning framework she uses to transform markets and industries. *Get to Aha!* shows how to establish the kind of foundation world-class brands are built on. Too many business leaders fail to ask the most basic questions about their company—Who are we? And why do we matter?—before they leap right into branding. Big mistake. A company must first know itself (establish its position) before it can express its identity (execute its branding). There are three types of companies in the world, each

with its own DNA: Mothers are customer-oriented, Mechanics are product-oriented, and Missionaries are concept-oriented—and it's absolutely critical for business leaders to know which type their company is to create an authentic and ultimately "sticky" position in the market. A company's DNA is the key to achieving this and with it, a competitive advantage. Why? Because if a Mechanic creates a marketing campaign based on its belief that it is a Missionary, the underlying positioning will not ring true and the company won't gain a foothold in the market. But if a company positions itself in alignment with its DNA, it will resonate authentically and establish its role and relevance even in the face of a major competitor. *Get to Aha!* presents a clear step-by-step framework that will

help you determine your company's precise position in the marketing landscape, using Andy's DNA-based methodology. It takes you through the process of performing "genetic testing" on your company, examining the market through the six Cs of positioning, and developing your positioning statement—a rational, factual statement about your company's role and relevance. Then and only then can you create a branding and marketing strategy that will build market momentum and crush the competition. Trust Andy. Steve Jobs did.

Network Warrior

Everything You Need to Know That Wasn't on the CCNA Exam *"O'Reilly*

Media, Inc."

Pick up where certification exams leave off. With this practical, in-depth guide to the entire network infrastructure, you'll learn how to deal with real Cisco networks, rather than the hypothetical situations presented on exams like the CCNA. Network Warrior takes you step by step through the world of routers, switches, firewalls, and other technologies based on the author's extensive field experience. You'll find new content for MPLS, IPv6, VoIP, and wireless in this completely revised second edition, along with examples of Cisco Nexus 5000 and 7000 switches throughout. Topics include: An in-depth view of routers and routing Switching, using Cisco Catalyst and Nexus switches as examples SOHO VoIP and SOHO

wireless access point design and configuration Introduction to IPv6 with configuration examples Telecom technologies in the data-networking world, including T1, DS3, frame relay, and MPLS Security, firewall theory, and configuration, as well as ACL and authentication Quality of Service (QoS), with an emphasis on low-latency queuing (LLQ) IP address allocation, Network Time Protocol (NTP), and device failures