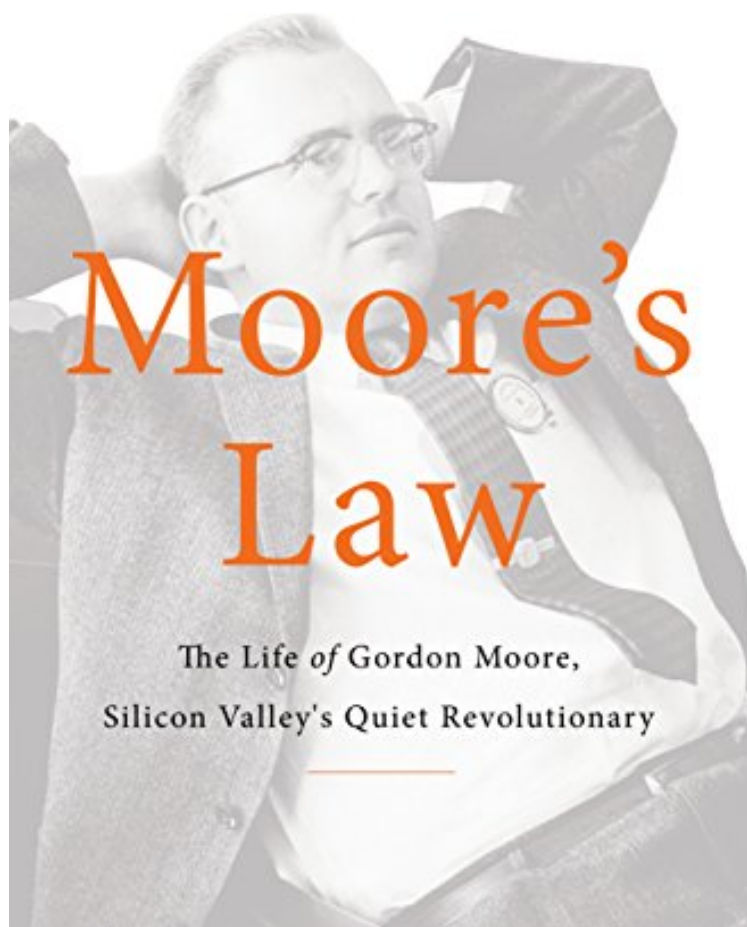


(Mobile book) Moore's Law: The Life of Gordon Moore, Silicon Valley's Quiet Revolutionary

Moore's Law: The Life of Gordon Moore, Silicon Valley's Quiet Revolutionary

Arnold Thackray, David Brock, Rachel Jones
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Arnold Thackray, David Brock, Rachel Jones : Moore's Law: The Life of Gordon Moore, Silicon Valley's Quiet Revolutionary before purchasing it in order to gage whether or not it would be worth my time, and all praised Moore's Law: The Life of Gordon Moore, Silicon Valley's Quiet Revolutionary:

3 of 3 people found the following review helpful. I've been to Pescadero (population 400) and have always been amazed that the founder of Intel hailed from such a ...By Graham M. Flower This is a very detailed book explaining

Gordon Moore's contributions to integrated electronics. It is well written and covers much of the early history of the Semiconductor Industry. As I am a career semiconductor designer who has known who Gordon Moore was since the 1970s I found this book very interesting and it explained quite a bit of things I did not know about. Moore was the most reticent of the Intel founders and generally much less has really been known about him than his more outgoing co-founders Andy Grove and Robert Noyce. The book begins with an extensive section explaining the earlier history of the Moore Family going back to 1845. This shows that the Moore family has been in California since before the Gold rush, and it traces where the family began (the Santa Cruz area) and how they evolved to the small Hamlet of Pescadero. I've been to Pescadero (population 400) and have always been amazed that the founder of Intel hailed from such a hamlet. The book shows where Gordon's interest in Chemistry came from, a neighbor who taught him some pyrotechnics with a chemistry set, and shows how this led to his academic training in Chemistry at Berkeley and Caltech. The book also shows how he came to get involved with William Shockley and why Shockley was looking for chemists. I found the section on his 18 months with Shockley to be one of the most interesting sections of the book. Much has been written about this period but this is the most detailed account of what was going on inside that organization I have ever seen and I've read several other accounts. This one is by far the most explanatory. There is also a very interesting section on the founding of Fairchild semiconductor, the first really successful silicon valley startup in the chip industry and one which generated dozens of break away companies, due to a great extent to the Fairchild senior management back east's refusal to sanction stock options. Fairchild became a very disorganized company and it is explained here how much of that developed, via great turnover and very rapid growth. The reasons for Noyce and Moore's exit is well explained. There are a number of details in here that are new to me, for example I did not realize that Sherman Fairchild was chairman of the Board of IBM and their largest shareholder. The book then moves on to describe the rise of Intel from startup to Juggernaut. The internal dynamics of the leading trioka Moore, Noyce and Grove is very well explained. Andy Grove is explained to have been Gordon's "enforcer" and the dynamics of this group are very well explained. The details of their struggle to make the first dynamic Ram yield are extensively described and the strategy for why this product was the focus is also explained. New devices are also discussed such as the Non volatile memory. The struggles with certain product prices and yield issues is well explained. The naivete of the management in some forays into consumer products such as electronic watches is also described. This book is very detailed and really not that difficult of a read. There is really great information about the Shockley Lab, the early days of Fairchild and the development of Intel in here. There have been other books that cover some of these subjects such as the excellent book by Leslie Berlin on Robert Noyce, but that book has the limitation that it was written after Noyce's death and so it did not have the benefit of the core information coming from interviews with the central subject This book has that advantage as clearly Gordon Moore was extensively interviewed. This is an invaluable addition to the early history of the semiconductor industry and fills in a number of gaps in what has been previously published. 2 of 2 people found the following review helpful. Gordon Moore: the Shoulders Upon Which the Giants Stood By Old Master "Moorers"; Law "by Thackray, Brock, and Jones, Basic Books is an authorized biography without the right of review or oversight. Thackray offers numerous details of Moore's management actions leading to technological breakthroughs, which many will find interesting. More significant though were Moore's technical hints and decisions and encouragement of others credited with creating major breakthroughs in semiconductor manufacturing, processes, and products which became entire industries. Moore did much more than any of us recognize or appreciate, and this work is a major step in correcting this oversight. As the world we live in stands on the benefits of Moorers"; Law applied, Thackray gives the credit to Gordon, his ability and personality and leadership. It is fitting that Gordons"; biography follows those of many others and "inventors"; within the semiconductor industry, as this book is an illumination of the one who eschewed the limelight and the spotlight, but perhaps more than anyone we know, was the shoulders upon which the "giants"; stood. This book will be considered to be a masterpiece about a master. 0 of 0 people found the following review helpful. Fills a missing piece in the history of Silicon Valley By Don Estreich I always wanted to know what role Gordon Moore played next to Robert Noyce. This book clearly answers this. Highly recommended to anyone interested in the history of the semiconductor industry.

Our world today—from the phone in your pocket to the car that you drive, the allure of social media to the strategy of the Pentagon—has been shaped irrevocably by the technology of silicon transistors. Year after year, for half a century, these tiny switches have enabled ever-more startling capabilities. Their incredible proliferation has altered the course of human history as dramatically as any political or social revolution. At the heart of it all has been one quiet Californian: Gordon Moore. At Fairchild Semiconductor, his seminal Silicon Valley startup, Moore—a young chemist turned electronics entrepreneur—had the defining insight: silicon transistors, and microchips made of them, could make electronics profoundly cheap and immensely powerful. Microchips could double in power, then redouble again in clockwork fashion. History has borne out this insight, which we now call “Moore's Law”, and Moore himself, having recognized it, worked endlessly to realize his vision. With Moore's technological leadership at Fairchild and then at his second start-up, the Intel Corporation, the law has held for fifty years. The result is profound: from the days

of enormous, clunky computers of limited capability to our new era, in which computers are placed everywhere from inside of our bodies to the surface of Mars. Moore led nothing short of a revolution. In *Moore's Law*, Arnold Thackray, David C. Brock, and Rachel Jones give the authoritative account of Gordon Moore's life and his role in the development both of Silicon Valley and the transformative technologies developed there. Told by a team of writers with unparalleled access to Moore, his family, and his contemporaries, this is the human story of man and a career that have had almost superhuman effects. The history of twentieth-century technology is littered with overblown "revolutions"; *Moore's Law* is essential reading for anyone seeking to learn what a real revolution looks like.

"I can remember when a transistor radio had one transistor in it—and now a giveaway bottle opener containing 8 billion of them is sitting on my desk. Gordon Moore and a small circle of accomplices, inseparable from the California landscape in which their story took form, were at the center of the most radical transformation in the history of technology. This is a definitive chronicle: authoritative, detailed, and well told."—George Dyson, author of *Turing's Cathedral* and *Darwin Among the Machines* "Almost everyone knows Moore's Law. Almost no one knows the Moore behind this law. Finally a book describing the quiet, unassuming technology godfather of Silicon Valley. A great read about a great man whose work truly changed the world." —Craig R. Barrett, Former CEO Chairman, Intel Corporation "The book is stuffed with Moore's recollections of the crises Intel faced and how they were overcome, including early issues with processing, the occasional collapse of the memory market, the arrival of the Japanese as customers and competitor and their dedication to quality, the microprocessor wars – all these are well worth reading." —EE Journal "Thackray, Brock and Jones make a compelling argument that Moore was the most important of the three [founders of Intel].... Moore helped build one of the modern economy's foundational companies and in the process established a template for the Silicon Valley start-up company. It's a remarkable legacy, and one worthy of close study for the lessons it has to teach." —The Deal Pipeline "Moore's Law is an engaging biography and a definitive account of the man behind the famous prediction. The authors are Arnold Thackray, David C. Brock and Rachel Jones – a chemist, a historian and a journalist – whose varied expertise makes for an informed, thorough and readable chronicle.... Gordon Moore's forecast was spectacularly right. Yet, as this compelling biography proves, even if he had never hazarded it, he would remain a legend in Silicon Valley." —Wall Street Journal