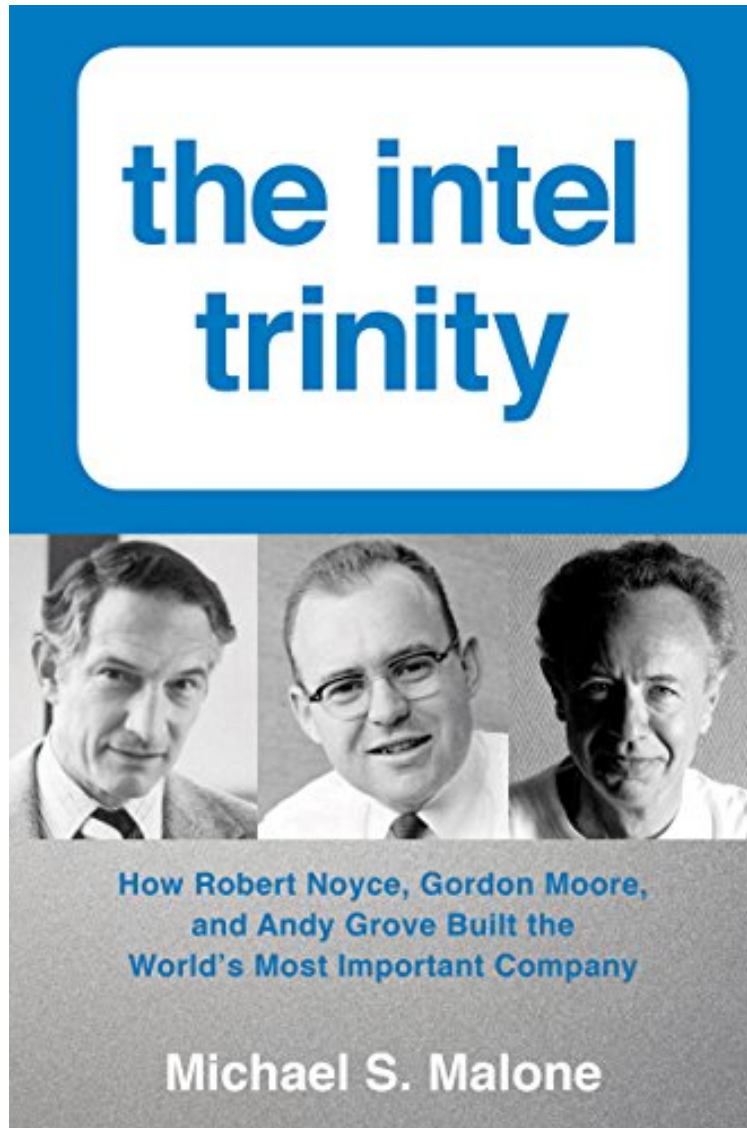


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Intel Trinity,The: How Robert Noyce, Gordon Moore, and Andy Grove Built the World's Most Important Company

Michael S. Malone

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Michael S. Malone : Intel Trinity,The: How Robert Noyce, Gordon Moore, and Andy Grove Built the World's Most Important Company before purchasing it in order to gage whether or not it would be worth my time, and all praised Intel Trinity,The: How Robert Noyce, Gordon Moore, and Andy Grove Built the World's Most Important Company:

62 of 65 people found the following review helpful. Wish someone would do a better job writing about these three

amazing men, their relationship as well as the company they created. By Avram Miller I was an executive at Intel from 1984-1999 (Corp. Vice President) and had the honor of knowing Noyce, Moore and Grove. I found the book odd. It was very superficial about so many things and then would go in depth on other things. The section on Andy's early life was overly detailed while there was not enough about Gordon. Frankly, the book feels lazy to me. It felt like Malone just wrote up things he could easily find. He was supposed to have access to Intel's archives for whatever that is worth. We were thought not to keep much because of legal issues. There were also a number of factual errors. I did benefit from learning more about the early years at Fairchild. Hated the title by the way. It is worth reading this book as long as you realize that it is just a piece of the story of these three amazing men and even less a history of Intel. 8 of 8 people found the following review helpful. Real title: the intel unity: Grove, the living-god. By NO. The amount of real underlying information about Intel in this book is around what one can find in Wikipedia. I specially disliked the annoying overburden of adjectives (most, best, greatest, constantly repeated), half the book's pages are straight adulation (and the same, again and again), it becomes frustrating to read, seems the author was paid only on the adulating phrases. The narration goes back and forth in time, so that you find a chapter talking about 1997, and then next back in 1990, confusing the reader on the dates, devices, and company situation. The author goes to great lengths in praising how good were the three men in solving all the problems... followed by a tiny explanation on the problems themselves and the great breakthroughs that Intel did actually make (raising yield, fab management, ...). It goes on and on enumerating the work-force increases: without saying what were they doing, etc. There is quite an introduction of the two Intel co-founders, but that's it, because then the book jumps to full flattery towards Grove for 80% of its pages, it could as well have been called "the intel unity", since anyways there are very few pages at the end dedicated to the period after he retired from CEO. I am very disappointed by this book, I didn't enjoy reading it, I didn't obtain new or valuable information on Intel's history or insights regarding semiconductors' history. 4 of 4 people found the following review helpful. Pretty damn good! By S. Witten. This is not the best book about Silicon Valley that Mike Malone has written. It is, however, a great read -- which is what you want from a good book! There have been criticisms in this column that the book is "Grove heavy" and "Moore light". That's certainly true. However, the context is that Gordon Moore was the Spirit -- ethereal and above it all... the giver of the Law. I enjoyed this book very much... Having lived through most of the story but watching from afar from my desk at HP, I was keenly interested in the subject matter. It's not a book really about Intel the company as it is a book about the 3 fallible human beings who went on to greatness -- each in their own way: Noyce the entrepreneur and ultimate gambler; Moore the calm and rational scientist; and Grove the 'first employee' who sublimated his (often violent) passions (and loathing for Noyce) to finally become probably the greatest businessman of our time (Donald Trump could only wish...). This is a book about 3 extraordinary individuals and their relationships with each other with the semiconductor revolution as a backdrop. I appreciated that Malone didn't give short shrift to the importance of some of the other notable "Fairchildren" who were equally as important to the development of Silicon Valley -- most notably Charlie Sporck at National Semiconductor. Since it's a book about relationships and not about facts and figures, there are not a lot of details about product lines, income statements, sales etc. except to provide historical context for the narrative. If you are at all interested in the history of technology, this book is a must read. As with "Bill and Dave", these stories need to be preserved...

Based on unprecedented access to the corporation's archives, *The Intel Trinity* is the first full history of Intel Corporation—the essential company of the digital age—told through the lives of the three most important figures in the company's history: Robert Noyce, Gordon Moore, and Andy Grove. Often hailed the "most important company in the world," Intel remains, more than four decades after its inception, a defining company of the global digital economy. The legendary inventors of the microprocessor—the single most important product in the modern world—Intel today builds the tiny "engine" that powers almost every intelligent electronic device on the planet. But the true story of Intel is the human story of the trio of geniuses behind it. Michael S. Malone reveals how each brought different things to Intel, and at different times. Noyce, the most respected high tech figure of his generation, brought credibility (and money) to the company's founding; Moore made Intel the world's technological leader; and Grove, has relentlessly driven the company to ever-higher levels of success and competitiveness. Without any one of these figures, Intel would never have achieved its historic success; with them, Intel made possible the personal computer, Internet, telecommunications, and the personal electronics revolutions. *The Intel Trinity* is not just the story of Intel's legendary past; it also offers an analysis of the formidable challenges that lie ahead as the company struggles to maintain its dominance, its culture, and its legacy. With eight pages of black-and-white photos.

From Booklist *Starred* The modern semiconductor industry grew out of a faction of dissenting employees of Fairchild Semiconductor often called the Traitorous Eight, who left to form Intel Inc. a risky start-up that was transformed into the most successful technology company of the computer age through the invention of the "computer on a chip"; we know as the microprocessor. The story revolves around the three men who founded and led Intel throughout its first four decades—Robert Noyce, Gordon Moore, and Andy Grove, whose

canny leadership, impeccable timing, and masterful marketing skills turned a small company with a very unsure future into a global giant. The time line is a familiar one to many technology buffs, but Malone moves past the standard Intel mythology to uncover many aspects of the company's ascendance that have been glossed over or lost to history. Federico Faggin, an Italian American physicist who led the design group of the first commercial microprocessor, is profiled as one of the "greatest inventors of the century"; one example of how Malone gives long-overdue credit to the unsung heroes and inventors for their contributions. --David Siegfried "Through extensive and unprecedented access to Intel's archives, Malone describes how each of these vital members of Intel brought various skills and talents to the company to make it the giant it is today." (Entrepreneur's 25 Amazing Business Books from 2014) "This is business history at its best." (Wall Street Journal) "What's been missing is an authoritative work that blends all the key people and the technology with a thorough, up-to-date business history. 'The Intel Trinity' fills that gap." (The Wall Street Journal) "What he has produced is popular history, the tale of an epoch-defining industrial romp and the three men who led it." (Washington Post) "The Intel Trinity is a fine introduction to the founding myths legends of Silicon Valley." (Salon) "Richly detailed, swiftly moving work of modern business history, recounting a truly world-changing technology and the people who made it possible. Essential for aspiring entrepreneurs, to say nothing of those looking for a view of how the modern, speed-of-light world came to be." (Kirkus (starred review)) "Michael Malone, one of the most interesting chroniclers of Silicon Valley, has produced a fascinating history of Intel. It's a valuable study of innovation, great leadership, and colorful personalities. Anyone who wants to know how creativity leads to invention should read this wonderful book." (Walter Isaacson, author of Steve Jobs) "Few people capture the rhythms and values that fuel Silicon Valley as well as longtime journalist Michael S. Malone. In his latest book, he takes on the history of Intel, a company he started covering when most reporters were still using typewriters. He reveals his deep knowledge on every page." (Reid Hoffman, cofounder chairman of LinkedIn and co-author of The Alliance) "Mike Malon's book on Bob Noyce, Gordon Moore and Andy Grove - Silicon Valley's Mount Rushmore - belongs with Walter Isaacson's treatment of Steve Jobs, Neal Gabler's opus on Walt Disney, and Tom Wolf's look at the first astronauts. Trinity is that big and that good." (Rich Karlgaard, Publisher and Columnist, Forbes Magazine, Author of The Soft Edge) "Malone moves past the standard Intel mythology to uncover many aspects of the company's ascendance that have been glossed over or lost to history. Malone gives long-overdue credit to the unsung heroes and inventors for their contributions." (Booklist) From the Back Cover The definitive history of the Intel Corporation—the essential company of the digital age—told through the lives of its three preeminent figures: Robert Noyce, Gordon Moore, and Andy Grove Intel has often been hailed as the most important company in the world, and with good reason: While technology companies come and go, Intel remains, more than four decades after its inception, a defining company of the global digital economy. The legendary inventor of the microprocessor—the single most significant product in the modern world—Intel today builds the tiny "engines" that power almost every intelligent electronic device on the planet. But the true story of Intel is the human story of the three geniuses behind it. In *The Intel Trinity*, Michael S. Malone takes an unflinching look at the strengths and weaknesses each member of the trio has brought to Intel, and how, without the perfect balance, the company would never have reached its current level of success. Robert Noyce, the most respected high-tech figure of his generation, brought credibility (and money) to the company's founding; Gordon Moore made Intel the world's technological leader; and Andy Grove relentlessly drove the company to ever-higher levels of success and competitiveness. Without any one of these figures, Intel would never have achieved its historic success; with them, Intel made possible the personal computer, the Internet, telecommunications, and the personal electronics revolution. Based on unprecedented access to corporate archives, *The Intel Trinity* reveals the fascinating stories behind the company's ubiquitous products and the unique business practices—including a willingness to commit to new ideas, an initiative to make bold investments in lean times, and a devotion to upholding Gordon Moore's namesake law—that led Intel to consistent success unheard of elsewhere in the tech world. *The Intel Trinity* is not just the story of Intel's legendary past; it is also an analysis of the formidable challenges that lie ahead as the company struggles to maintain its dominance, its culture, and its legacy.