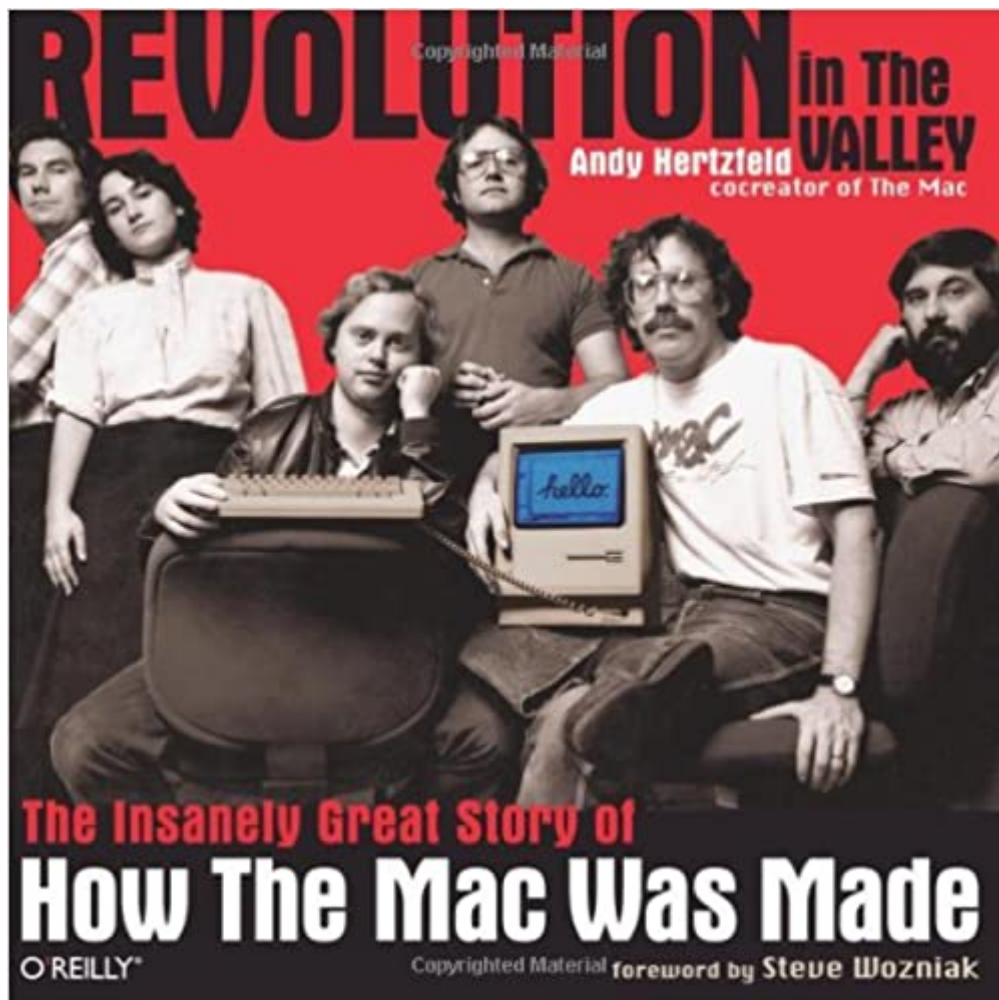




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Revolution In The Valley: The Insanely Great Story Of How The Mac Was Made



Synopsis

There was a time, not too long ago, when the typewriter and notebook ruled, and the computer as an everyday tool was simply a vision. *Revolution in the Valley* traces this vision back to its earliest roots: the hallways and backrooms of Apple, where the groundbreaking Macintosh computer was born. The book traces the development of the Macintosh, from its inception as an underground skunkworks project in 1979 to its triumphant introduction in 1984 and beyond. The stories in *Revolution in the Valley* come on extremely good authority. That's because author Andy Hertzfeld was a core member of the team that built the Macintosh system software, and a key creator of the Mac's radically new user interface software. One of the chosen few who worked with the mercurial Steve Jobs, you might call him the ultimate insider. When *Revolution in the Valley* begins, Hertzfeld is working on Apple's first attempt at a low-cost, consumer-oriented computer: the Apple II. He sees that Steve Jobs is luring some of the company's most brilliant innovators to work on a tiny research effort the Macintosh. Hertzfeld manages to make his way onto the Macintosh research team, and the rest is history. Through lavish illustrations, period photos, and Hertzfeld's vivid first-hand accounts, *Revolution in the Valley* reveals what it was like to be there at the birth of the personal computer revolution. The story comes to life through the book's portrait of the talented and often eccentric characters who made up the Macintosh team. Now, over 20 years later, millions of people are benefiting from the technical achievements of this determined and brilliant group of people.

Book Information

Paperback: 328 pages

Publisher: O'Reilly Media; 1 edition (October 24, 2011)

Language: English

ISBN-10: 1449316247

ISBN-13: 978-1449316242

Product Dimensions: 7.6 x 0.8 x 7.6 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.5 out of 5 stars 86 customer reviews

Best Sellers Rank: #802,298 in Books (See Top 100 in Books) #138 in [Books > Business & Money > Processes & Infrastructure > Research & Development](#) #147 in [Books > Computers & Technology > Hardware & DIY > Personal Computers > Macs](#) #195 in [Books > Computers & Technology > Operating Systems > Macintosh](#)

Customer Reviews

Another blog-turned-book (see Hertzfeld's www.folklore.org), this set of remembrances chronicles the birth of the Macintosh from inside the lab. In 1978, Hertzfeld's world was rocked by his purchase of an Apple II; by the next year, he was working for the fledgling company on the nascent Mac as a software engineer, co-writing the Mac's operating system. Strictly for Silicon Valley-folk and Apple obsessives, Hertzfeld's short entries dwell on everything from mouse-scaling parameters to the eating habits of hardware engineer Burrell Smith. A plethora of color photos feature early screen shots and sedentary-looking Mac team members in tight t-shirts ("User Friendly!") and large glasses. Even aficionados may find their attention wandering at sentences like, "The most controversial part of the Control Panel was the desktop pattern editor, which I had rescued from its earlier standalone incarnation." But among the 90 entries, highlights include awkward-looking early demos of the Mac's operating system; competition and idea-swapping with Microsoft, Osborne and Xerox; and inside glimpses of Apple's unique, before-the-boom culture. Hertzfeld's earnest enthusiasm for the work that he and the team began 25-plus years ago is infectious enough to carry one through the rest. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

Andy Hertzfeld was a graduate student in computer science at UC Berkeley in January 1978 when he purchased one of the first Apple IIs. He quickly lost interest in grad school as he began writing programs for his Apple II, eventually leading him to join Apple Computer as a systems programmer in August 1979. He joined the Macintosh team in February 1981, and became one of the main authors of the Macintosh system software, including the User Interface Toolbox and many of the original desk accessories. He left Apple in March 1984, and went on to co-found three companies: Radius (1986), General Magic (1990) and Eazel (1999). In 2003, he developed web-based software for collective storytelling that he used to write the stories in this book. In 2005, he joined Google, and was one of the main creators of Google+.

I really enjoyed this book. It has a friendly style. It is not self-serving or snobbish. I liked the technical details as well.

This is a great book, well worth the price. The majority of stories can be found at the folklore.org site, but there are some good photos and being on the Kindle makes it easy to read if you're on a plane.

I had an Apple IIC as a kid. It was one of my most fascinating items. I have seen pirates of silicon valley, read iWoz and the steve jobs biography ...I seem to be able to cram in more early Apple stories I guess because it reminds me of my childhood. anyway this one has been my favorite. its quite complete and believable. my only complaint is that it gets a bit self congratulatory at spots...c'mon how many times can we read brilliant and single handedly in one page?? but it's not nearly as bad as iwoz in this regard. on the whole it's a delightfull collection of inspiring, humorous and insane stories from a team that created many great things. works very well with coffee!

It was good especially in the beginning later on I had to see him and then by the end it was tolerable. I wanted to read it because I'm a technical writer and interested in the computer industry

It is amazing to know how a team of few talented people at Apple did the work which shaped the way we used the technology the last 30 years, creating the first widespread computers with graphical interface, turning the computer more friendly and accessible to the average, non technical user, changing all aspects of the our lives(economy, relationships, communications, commerce....).This book is a collection of experiences of the people responsible for the development of Classic Macintosh.The stories on the book contextualize the technical and human challenges found on the journey to develop the first Macintosh, bringing us lots of inside information by the perspective of people who worked on this endeavor.The hard cover edition I bought is very nice, with a high quality paper and I'm proud of have it on my library.

Perhaps the greatest book about the making of the original Macintosh. Wonderful brief stories and anecdotes by the teams that made it happen. I've given many of these as gifts to Apple-loving friends.

This book is phenomenal, and really took me more inside of the actual development of the Macintosh than any other book I have read. It is told by Andy Hertzfeld who was on the original team, and brought in just as Jef Raskin was pushed aside by Steve Jobs who saw this as the future of the company.It is told in a series of fairly chronological anecdotes that really bring a clear picture of the entire development of the original Mac, from it's origin as a sort of skunkworks to it becoming so large it had to have managers that actually forced many of the original and most talented members of the Macintosh team to leave Apple and move on to working elsewhere. And it ends with Steve Jobs oust from the Company by John Sculley from Pepsi who Jobs had brought in (Sculley

would bring Apple to the point of collapse and made a deal with Microsoft that allowed them to make WINDOWS and force Macintosh into the small portion of users that it has today). The book also has wonderful photos of the people involved as well as printouts and photos of the early development of the programs and GUI for the Macintosh. If you are a mac-head run out and get this book right now!!!

Great Book. Fast and fun read. Now I know why my 128K Mac that I purchased in 1984 sometimes behaved as it did (sometimes asking for +/- 20 disk swaps). Lots of fun stories about the mac SW team and how they dealt with Steve. However I must say that reading this book on a Kindle Paper white was a problem. Many of the pictures and graphics were very hard to see no matter what I did (zooming, light level, etc.) Get the hardcover or paperback instead.

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