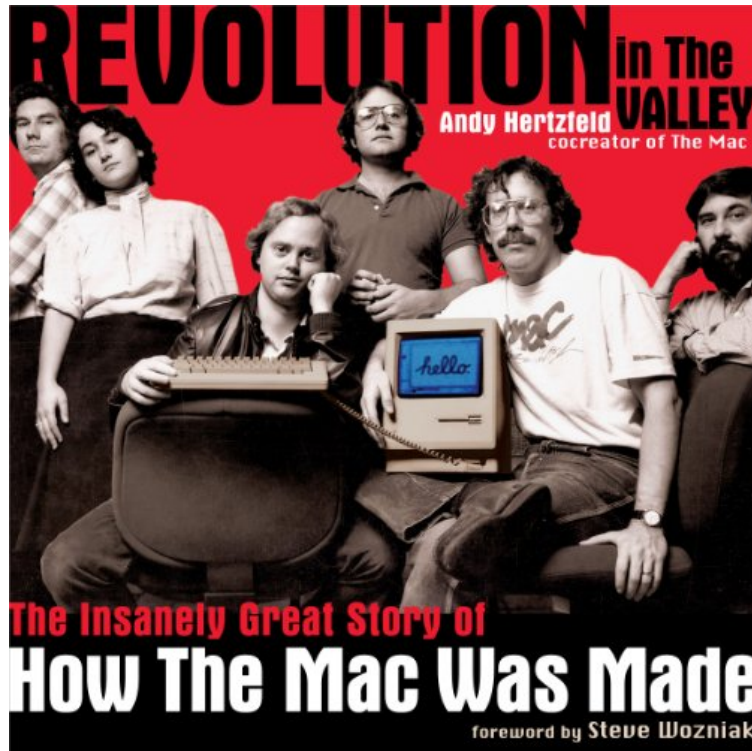


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Revolution in The Valley [Paperback]: The Insanely Great Story of How the Mac Was Made

Andy Hertzfeld

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Andy Hertzfeld : Revolution in The Valley [Paperback]: The Insanely Great Story of How the Mac Was Made before purchasing it in order to gauge whether or not it would be worth my time, and all praised Revolution in The Valley [Paperback]: The Insanely Great Story of How the Mac Was Made:

0 of 0 people found the following review helpful. A great view of history By Dave H. I really enjoyed this book. It has a friendly style. It is not self-serving or snobbish. I liked the technical details as well. 1 of 1 people found the following review helpful. Well worth it if you're into computing history By Andrew van der Stock 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. 0 of 0 people found the following review helpful. It's pretty great indeed By Vivace 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!

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.

From Publishers Weekly 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 copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author 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+.