



Startup: A Silicon Valley Adventure

By S. Jerry Kaplan

[Download now](#)

[Read Online](#) 

Startup: A Silicon Valley Adventure By S. Jerry Kaplan

Jerry Kaplan had a dream: he would redefine the known universe (and get very rich) by creating a new kind of computer. All he needed was sixty million dollars, a few hundred employees, a maniacal belief in his ability to win the Silicon Valley startup game. Kaplan, a well-known figure in the computer industry, founded GO Corporation in 1987, and for several years it was one of the hottest new ventures in the Valley. Startup tells the story of Kaplan's wild ride: how he assembled a brilliant but fractious team of engineers, software designers, and investors; pioneered the emerging market for hand-held computers operated with a pen instead of a keyboard; and careened from crisis to crisis without ever losing his passion for his revolutionary idea. Along the way, Kaplan vividly recreates his encounters with eccentric employees, risk-addicted venture capitalists, and industry giants such as Bill Gates and John Sculley. And no one -- including Kaplan himself -- is spared his sharp wit and o

 [Download Startup: A Silicon Valley Adventure ...pdf](#)

 [Read Online Startup: A Silicon Valley Adventure ...pdf](#)

Startup: A Silicon Valley Adventure

By S. Jerrold Kaplan

Startup: A Silicon Valley Adventure By S. Jerrold Kaplan

Jerry Kaplan had a dream: he would redefine the known universe (and get very rich) by creating a new kind of computer. All he needed was sixty million dollars, a few hundred employees, a maniacal belief in his ability to win the Silicon Valley startup game. Kaplan, a well-known figure in the computer industry, founded GO Corporation in 1987, and for several years it was one of the hottest new ventures in the Valley. Startup tells the story of Kaplan's wild ride: how he assembled a brilliant but fractious team of engineers, software designers, and investors; pioneered the emerging market for hand-held computers operated with a pen instead of a keyboard; and careened from crisis to crisis without ever losing his passion for his revolutionary idea. Along the way, Kaplan vividly recreates his encounters with eccentric employees, risk-addicted venture capitalists, and industry giants such as Bill Gates and John Sculley. And no one -- including Kaplan himself -- is spared his sharp wit and o

Startup: A Silicon Valley Adventure By S. Jerrold Kaplan Bibliography

- Sales Rank: #417990 in Books
- Published on: 1995-05-03
- Original language: English
- Number of items: 1
- Dimensions: .0" h x .0" w x .0" l,
- Binding: Hardcover
- 322 pages

 [Download Startup: A Silicon Valley Adventure ...pdf](#)

 [Read Online Startup: A Silicon Valley Adventure ...pdf](#)

Download and Read Free Online Startup: A Silicon Valley Adventure By S. Jerrold Kaplan

Editorial Review

Amazon.com Review

The founder of the visionary, yet doomed, GO Corporation kept notes throughout his years at the helm, thinking that one day he would produce a book. It shows. This is a vivid and lively rise-and-fall account of a company born to create a pen-based computer. It begins on a corporate jet with the author and fellow industry visionary Mitchell Kapor, founder of Lotus, sharing a vision of pen computing. From there, *Startup* quickly leaps to the day-to-day challenges of hiring staff, constantly reassessing and readjusting goals, and coping with the stress of endless rounds of venture capital funding. That Kaplan, in his first attempt at running a company, battles with the top forces at Microsoft, IBM, and other industry giants to bring the idea to market, only makes the story more compelling. His company's ultimate failure says more about a cutthroat industry than about the quality of Kaplan's product. This is a real David and Goliath tale. If you've ever wondered why things go right or wrong, how competition can kill you, or how financing really works within a small startup, read this book!

From Publishers Weekly

Kaplan founded GO Corp. in 1987 to develop a pen-based portable computer. He lost control of the company to an investor group that included AT&T in late 1993 after spending nearly \$75 million in a failed effort to create a marketable product, and GO's successor company was closed down by AT&T in July 1994. What separates Kaplan's tale from other start-up stories is the insight he provides about dealing with two of America's largest computer companies?IBM and Microsoft. Kaplan negotiated with layers of IBM bureaucracy to get the company to invest tens of millions of dollars in GO, and yet with the downsizing that rocked IBM, Kaplan doubted whether anyone remaining at IBM knew or cared about its GO involvement. GO's relationship with Microsoft evolved from a potential partnership to a fierce competition. As the two companies became more competitive, the pressure Microsoft exerted on the industry to support its own pen-based efforts over those of GO makes one think that federal judge Stanley Sporkin is right in trying to reopen the antitrust investigation of the software powerhouse. Readers interested in entrepreneurial adventurism will find Kaplan's tale entertaining, but the book will appeal most to those familiar with the computer industry.

Copyright 1995 Reed Business Information, Inc.

From Library Journal

Kaplan, a well-known figure in the computer industry, dreamed of creating a new kind of computer. *Startup*, based on a diary he kept, tells how in 1987 he gathered a team of engineers, software designers, and investors; developed a hand-held computer; and ended six years later selling his GO Corporation to AT&T. This entertaining story is the first insider's account of the cutthroat competitive soap opera known as the computer business. A glossary explains acronyms and technical terms that are used throughout the book. Kaplan is starting a new company devoted to reinventing online shopping. Business, academic, and public libraries should consider.?Susan Awe, Jefferson Cty. P.L. System, Arvada, Col.

Copyright 1995 Reed Business Information, Inc.

Users Review

From reader reviews:

James Stewart:

Here thing why that Startup: A Silicon Valley Adventure are different and trustworthy to be yours. First of

all studying a book is good nevertheless it depends in the content of it which is the content is as yummy as food or not. Startup: A Silicon Valley Adventure giving you information deeper as different ways, you can find any guide out there but there is no e-book that similar with Startup: A Silicon Valley Adventure. It gives you thrill reading journey, its open up your eyes about the thing this happened in the world which is perhaps can be happened around you. You can actually bring everywhere like in recreation area, café, or even in your method home by train. If you are having difficulties in bringing the branded book maybe the form of Startup: A Silicon Valley Adventure in e-book can be your alternate.

Michael Short:

Hey guys, do you would like to finds a new book to learn? May be the book with the concept Startup: A Silicon Valley Adventure suitable to you? The particular book was written by well-known writer in this era. Typically the book untitled Startup: A Silicon Valley Adventureis the main of several books which everyone read now. This kind of book was inspired many people in the world. When you read this reserve you will enter the new dimension that you ever know just before. The author explained their idea in the simple way, thus all of people can easily to know the core of this guide. This book will give you a great deal of information about this world now. To help you to see the represented of the world on this book.

Nolan Russell:

The reserve with title Startup: A Silicon Valley Adventure has a lot of information that you can find out it. You can get a lot of advantage after read this book. This particular book exist new know-how the information that exist in this publication represented the condition of the world at this point. That is important to yo7u to find out how the improvement of the world. This book will bring you throughout new era of the syndication. You can read the e-book on your own smart phone, so you can read it anywhere you want.

Donna Cauley:

Playing with family in a very park, coming to see the sea world or hanging out with pals is thing that usually you might have done when you have spare time, subsequently why you don't try issue that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Startup: A Silicon Valley Adventure, you are able to enjoy both. It is excellent combination right, you still wish to miss it? What kind of hang-out type is it? Oh can occur its mind hangout folks. What? Still don't obtain it, oh come on its referred to as reading friends.

Download and Read Online Startup: A Silicon Valley Adventure By S. Jerrold Kaplan #19OJ3TP2QYE

Read Startup: A Silicon Valley Adventure By S. Jerrold Kaplan for online ebook

Startup: A Silicon Valley Adventure By S. Jerrold Kaplan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Startup: A Silicon Valley Adventure By S. Jerrold Kaplan books to read online.

Online Startup: A Silicon Valley Adventure By S. Jerrold Kaplan ebook PDF download

Startup: A Silicon Valley Adventure By S. Jerrold Kaplan Doc

Startup: A Silicon Valley Adventure By S. Jerrold Kaplan Mobipocket

Startup: A Silicon Valley Adventure By S. Jerrold Kaplan EPub