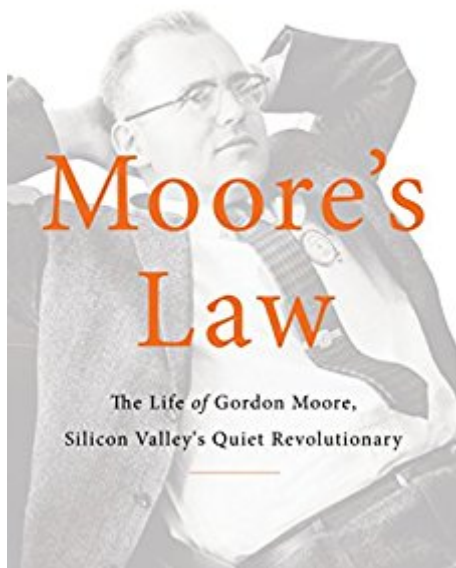


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Moore's Law: The Life Of Gordon Moore, Silicon Valley's Quiet Revolutionary

ARNOLD THACKRAY, DAVID C. BROCK,
and RACHEL JONES



Synopsis

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.

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Customer Reviews

Gordon Moore is one of the great engineering pioneers that changed our world with the integrated circuit which is the electronic heart of all our devices that we have become dependent on. These circuits control our air conditioners, telephones, ignitions on our cars, appliances in our home.....in fact they are ubiquitous. A scion of the early pioneer families of California. This book covers his life from the beginning as a young chemist working with Nobel Prize Winner William Shockley to his founding of Fairchild and later to the founding of world famous Intel whose logo is found on most of our personal computers. If you want to know how our world in which we live has been transformed into a world of technology that has brought science fiction fantasy into our modern everyday lives and to which we accept as commonplace this is the book to read. If you want to understand the impact of Silicon Valley technology and how it has changed everything we do then read this biography of the man who formulated Moore's Law. According to Alan Greenspan in his book The Age of Turbulence the three biggest technological breakthroughs of the 20th century were the laser, fiber optics and the integrated circuit. All other inventions impacted us far less than these three technologies on our society. We have come a long way from the covered wagon and horses of yesteryear but the pioneer days of the California Gold Rush are not so long ago. And this begs the questionif today rate of change is spinning our heads today what will the 22nd Century bring ?If you are looking for an easy read western novel for the airplane ride from Dallas, Tx to Detroit, Mi. this will not be it.

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 lead 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.

Moore's law is the definitive biography of the life of Gordon Moore, one of the original Silicon Valley visionaries who helped bring us personal computing, sparked the information technology revolution and conceived of the eponymous Moore's Law. It is a comprehensive overview of both Moore's life as well as the exciting technical environment in which he came of age. The book tells us how this quiet Californian quickly rose to prominence, first in the world of physical chemistry at Berkeley and then in the world of high-tech electronics and engineering. Moore's life changed when he got a call from famed transistor co-inventor Bill Shockley to join his startup (then a very novel concept) on the West Coast. Moore moved to California at exactly the right time when Silicon Valley was just taking off. The author is good at laying out many of the historical details. The volume also talks about Moore's critical partnership with Robert Noyce after he left Shockley's company. They became lifelong colleagues and friends and founded Intel together. Their personalities complemented each other, with Noyce being the talkative go-getter and Moore being the quiet, contemplative type. It's a good blueprint for startup partnerships. Noyce and Moore also were clearly prescient in realizing the future of transistors and then integrated circuits, and grabbed every opportunity they could to form external partnerships and advance internal research. Together they turned Intel into a touchstone for the information technology revolution. The later parts of the book talk about Moore's status as a thought leader and philanthropist.

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