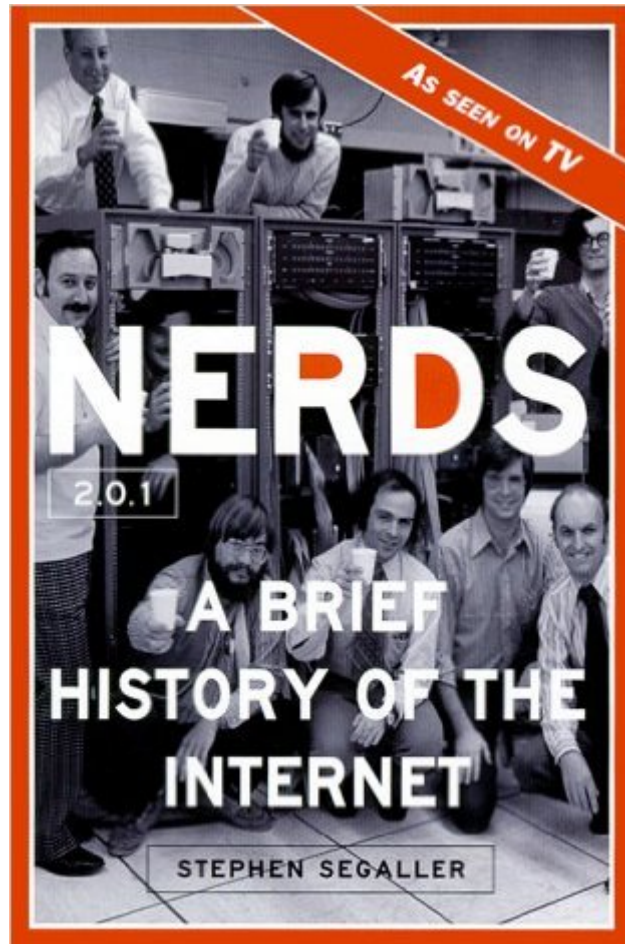# The book was found

Nerds 2.0.1

Synopsis

The companion to the documentary series premiering on PBS in November 1998. A romp through the development of the "Information Superhighway" from the people who brought you "Triumph of the Nerds." Nerds 2.0.1 is the first light-hearted but comprehensive account of how the Internet developed from a medium for academic geeks, hackers, and policy wonks into a billion-dollar vehicle for communication and commerce. The brand names Microsoft, Apple, Netscape, Intel, Novell, AOL, 3Com, Java, Sun, , Yahoo!, and Excite are known worldwide, but for every one of these success stories lie a multitude of wrecked businesses by the side of the road. Based on four years of research and interviews with the founders of the successful companies who started in their parents' garages with credit card advances and with the venture capitalists who supported them, as well as with the unlucky engineers who missed the patent deadlines and key phone calls, Stephen Segaller tells the human story behind the Internet. From the start of the Pentagon's ARPAnet in the 1960s, through the work of physicist Tim Berners-Lee and a young programmer named Marc Andreessen (who wrote the code for the Internet browser "Mosaic") on to the bazillionaires and their companies today, Nerds is a warm and engaging tale of billionaires rising from the development of a communications medium that one in three Americans uses but nobody owns. The companion documentary series is hosted by the author of the best-selling Accidental Empires: How The Boys of Silicon Valley Make Their Millions, Battle Foreign Competition, and Still Can't Get a Date. --This text refers to the Hardcover edition.

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Customer Reviews

Lay readers who really don't understand how they are able to log on to their computers and read this review will benefit greatly from this useful and lucid introduction to the origins and development of personal computing and the Internet. A companion to a PBS series (which I did not see), this "oral history" of the Internet begins with the Pentagon-funded origins of networking, describes the advent of PCs, and ends with the giddy stock market created by venture capitalists and IPOs.Like the seminal "Where Wizards Stay Up Late," this books debunks the myth that the Internet was created by the Pentagon in order to create a communications network that could survive a nuclear war. (Like most legends, this one has a basis in fact: Paul Baran at the Rand Corporation in the early 1960s proposed the theoretical underpinnings for a creation of such a network, but nothing much came of it.) Since this fiction remains so prevalent, it's worth recapping what really happened. In 1968-69, a division of the Pentagon offered grants to a loose consortium of University-based computer centers to develop network protocols--primarily as a method of saving money, since the government was spending a fortune buying mainframe computers for reseach projects at each university. The first nodes of ARPAnet, which became a linchpin for the development of the Internet, were the mainframes at UCLA, Stanford, UC Santa Barbara, and the University of Utah--hardly the center of the military's defense network. Moreover, the protocols, hardware, and software developed for the network were the common property of the academic community and were never "top secret.

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