

Softwar An Intimate Portrait Of Larry Ellison And Oracle Matthew Symonds

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With a new and expanded epilogue for the paperback edition that tells the story behind Oracle's epic struggle to win control of PeopleSoft, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...
True to its subtitle Softwar does indeed deliver an 'intimate portrait' of billionaire business leader Larry Ellison. Unfortunately, although the book is enthralling and features an incredibly interesting format including written responses by Ellison to points raised by Symonds, it falls short in two important areas for biographies.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...
Softwar : an intimate portrait of Larry Ellison and Oracle by Symonds, Matthew; Ellison, Larry

Softwar : an intimate portrait of Larry Ellison and Oracle ...
Softwar : An Intimate Portrait of Larry Ellison and Oracle, Paperback by Symonds, Matthew; Ellison, Larry, ISBN 0743225058, ISBN-13 9780743225052, Brand New, Free shipping in the US A history of the computer company Oracle identifies the events and sometimes controversial choices that contributed to its rise to one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals, and complemented by additional notes by the company's ...

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Softwar : an intimate portrait of Larry Ellison and Oracle / Matthew Symonds with commentary by Larry Ellison. p. cm. 1. Ellison, Larry. 2. Oracle Corporation History. 3. Computer software industry United States History. 4. Businessmen United States--Biography. I. Ellison, Larry. II. Title.

P3335: Book Excerpt - Softwar: An Intimate Portrait Of ...
Softwar : An Intimate Portrait of Larry Ellison and Oracle author: Matthew Symonds, Larry Ellison: pages: 528: publisher: Simon & Schuster: rating: 7/10: reviewer: Alex Moskaliuk: ISBN: 074322504X : summary: Insight of Larry Ellison and his corporate identity known as Oracle Corp.

Softwar : An Intimate Portrait of Larry Ellison - Slashdot
Softwar: An Intimate Portrait of Larry Ellison and Oracle Paperback – Sept. 7 2004 by Matthew Symonds (Author), Larry Ellison (Commentary) 4.0 out of 5 stars 59 ratings See all 11 formats and editions

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...
Larry's footnotes, which counter, clarify or expand on the authors passages are a unique and worthwhile addition - adding credibility to this title. 'Softwar' comprehensively covers both the business of Oracle and offers a surprisingly intimate view of Larry's life and thinking.

Buy Softwar: An Intimate Portrait of Larry Ellison and ...
At the same time, Matthew Symonds presents a balanced portrait of the man who admits in his footnotes to making some mistakes, but who also demonstrates a keen intellect, foresight and a sense of humor.'Softwar' is an extraordinary book about an extraordinary man and his enterprise - a must read for those who want to be inspired and have a better understanding of business, technology and human nature.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...
The result of more than a hundred hours of interviews and many months spent with Ellison, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life.

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Softwar | Book by Matthew Symonds, Larry Ellison ...
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Softwar: An Intimate Portrait of Larry Ellison and Oracle ...
Softwar : an intimate portrait of Larry Ellison and Oracle. [Matthew Symonds; Larry Ellison] -- "In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry.

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In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry. The company he cofounded and runs, Oracle, is the number one business software company; perhaps even more than Microsoft's, Oracle's products are essential to today's networked world. But Oracle is as controversial as it is influential, as feared as it is revered, thanks in large part to Larry Ellison. Though Oracle is one of the world's most valuable and profitable companies, Ellison is not afraid to suddenly change course and reinvent Oracle in the pursuit of new and ever more ambitious goals. Softwar examines the results of these shifts in strategy and the forces that drive Ellison relentlessly on. In Softwar, journalist Matthew Symonds gives readers an exclusive and intimate insight into both Oracle and the man who made it and runs it. As well as relating the story of Oracle's often bumpy path to industry dominance, Symonds deals with the private side of Ellison's life. From Ellison's troubled upbringing by adoptive parents and his lifelong search for emotional security to the challenges and opportunities that have come with unimaginable wealth, Softwar gets inside the skin of a fascinating and complicated human being. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the recklessness that have made Ellison a legend. The result of more than a hundred hours of interviews and many months spent with Ellison, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life. Despite his closeness to Ellison, Matthew Symonds is a candid and at times highly critical observer. And in perhaps the book's most unusual feature, Ellison responds to Symonds's portrayal in the form of a running footnote commentary. The result is one of the most fascinating business stories of all time.

A history of the computer company Oracle identifies the events and sometimes controversial choices that contributed to its rise to one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals, and complemented by additional notes by the company's co-founder and chief executive. Reprint. 20,000 first printing.

A history of the computer company Oracle chronicles its rise to become one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals.

A recent Forbes listed Ellison as the fifth richest man in the world, and the second richest active player (behind Gates) in the technology world. Oracle Corporation, of which he is founder and CEO, is the fastest-growing software database company in the world, and the darling of technology investors. If you withdraw cash from an ATM, make an airline reservation, hook up your TV to the Internet, then you're using Oracle. All of this makes Ellison the man investors, techies, and people-in-the-know want to know more about. The ultimate self-made man, Ellison began Oracle with a \$1,200 investment and doubled its sales in eleven of its first twelve years. But he's a ruthless businessman who has used misdirection and half-truths to create one of the great high-tech success stories. He is also a daredevil sportsman with a 78-foot yacht, a number of fast jets, and beautiful women on his arm. If Gates is the nerd-King of the Valley, Ellison is its Warren Beatty. Mike Wilson has interviewed more than a hundred of Ellison's friends and enemies as well as Ellison himself to create an entertaining and provocative portrait of this enigmatic and visionary businessman.

The Roman army enjoys an enviable reputation as an instrument of waging war, but as the modern world reminds us, an enduring victory requires far more than simply winning battles. When it came to suppressing counterinsurgencies, or deterring the depredations of bandits, the army frequently deployed small groups of infantry and cavalry based in fortlets. This remarkable installation type has never previously been studied in detail, and shows a new side to the Roman army. Rather than displaying the aggressive uniformity for which the Roman military is famous, individual fortlets were usually bespoke installations tailored to local needs. Examining fortlet use in north-west Europe helps explain the differing designs of the Empire's most famous artificial frontier systems: Hadrian's Wall, the Antonine Wall, and the Upper German and Raetian limes. The archaeological evidence is fully integrated with documentary sources, which disclose the gritty reality of life in a Roman fortlet.

Over its venerable history, Hadrian's Wall has had an undeniable influence in shaping the British landscape, both literally and figuratively. Once thought to be a soft border, recent research has implicated it in the collapse of a farming civilisation centuries in the making, and in fuelling an insurgency characterised by violent upheaval. Examining the everyday impact of the Wall over the three centuries it was in operation, Matthew Symonds sheds new light on its underexplored human story by discussing how the evidence speaks of a hard border scything through a previously open landscape and bringing dramatic change in its wake. The Roman soldiers posted to Hadrian's Wall were overwhelmingly recruits from the empire's occupied territories, and for them the frontier could be a place of fear and magic where supernatural protection was invoked during spells of guard duty. Since antiquity, the Wall has been exploited by powers craving the legitimacy that came with being accepted as the heirs of Rome: it helped forge notions of English and Scottish nationhood, and even provided a model of selfless cultural collaboration when the British Empire needed reassurance. It has also inspired creatives for centuries, appearing in a more or less recognisable guise in works ranging from Rudyard Kipling's Puck of Pook's Hill to George R. R. Martin's A Game of Thrones. Combining an archaeological analysis of the monument itself and an examination of its rich legacy and contemporary relevance, this volume presents a reliable, modern perspective on the Wall.

Julian Robertson is one of the most successful and well-known hedge fund managers of our time. For nearly twenty years his infamous fund--Tiger Management--was the talk of the town, routinely delivering double-digit performance. This biography will explore this legendary fund manager's role in the development and popularity of hedge funds, examine his investment methodology and strategy, and look at the growth of his fund and his 'Tigers'-individuals who have gone on to great success themselves. * Includes candid interviews of Robertson, his colleagues, and his peers * Uncovers the trading strategies and investment style of a legendary fund manager * Offers a rare glimpse inside the personal world of Julian Robertson READERSHIP: Those with any interest in or knowledge of hedge funds, business readers, investment professionals. Daniel A. Strachman is Managing Director of Answers Company, a New York-based money management firm that offers investment management services to individuals and institutions. He has contributed many articles on investment management and strategies to publications including the New York Post and the Financial Times and is also the author of Getting Started in Hedge Funds (Wiley 2000). Also available by Daniel Strachman, Getting Started in Hedge Funds, 0471316962 Paper. EAN - 9780471323631 Carton Quantity - 41

This bold re-examination of the history of U.S. economic growth is built around a novel claim, that productive capacity grew dramatically across the Depression years (1929-1941) and that this advance provided the foundation for the economic and military success of the United States during the Second World War as well as for the golden age (1948-1973) that followed. Alexander J. Field takes a fresh look at growth data and concludes that, behind a backdrop of double-digit unemployment, the 1930s actually experienced very high rates of technological and organizational innovation, fueled by the maturing of a privately funded research and development system and the government-funded build-out of the country's surface road infrastructure. This significant new volume in the Yale Series in Economic and Financial History invites new discussion of the causes and consequences of productivity growth over the last century and a half and on our current prospects.

An award-winning documentary photographer delivers a stunning visual history of the Silicon Valley technology boom, in which he was witness to key moments in the careers of Steve Jobs and more than seventy other leading innovators as they created today ' s digital world. An eye-opening chronicle of the Silicon Valley technology boom, capturing key moments in the careers of Steve Jobs and more than seventy other leading innovators as they created today ' s digital world In the spring of 1985, a technological revolution was under way in Silicon Valley, and documentary photographer Doug Menezes was there in search of a story—something big. At the same time, Steve Jobs was being forced out of his beloved Apple and starting over with a new company, NeXT Computer. His goal was to build a supercomputer with the power to transform education. Menezes had found his story: he proposed to photograph Jobs and his extraordinary team as they built this new computer, from conception to product launch. In an amazing act of trust, Jobs granted Menezes unlimited access to the company, and, for the next three years, Menezes was able to get on film the spirit and substance of innovation through the day-to-day actions of the world ' s top technology guru. From there, the project expanded to include the most trailblazing companies in Silicon Valley, all of which granted Menezes the same complete access that Jobs had. Menezes photographed behind the scenes with John Warnock at Adobe, John Sculley at Apple, Bill Gates at Microsoft, John Doerr at Kleiner Perkins, Bill Joy at Sun Microsystems, Gordon Moore and Andy Grove at Intel, Marc Andreessen at Netscape, and more than seventy other leading companies and innovators. It would be fifteen years before Menezes stopped taking pictures, just as the dotcom bubble burst. An extraordinary era was coming to its close. With his singular behind-the-scenes access to these notoriously insular companies, Menezes was present for moments of heartbreaking failure and unexpected success, moments that made history, and moments that revealed the everyday lives of the individuals who made it happen. This period of rapid, radical change would affect almost every aspect of our culture and our lives in ways both large and small and would also create more jobs and wealth than any other time in human history. And Doug Menezes was there, a witness to a revolution. In more than a hundred photographs and accompanying commentary, Fearless Genius captures the human face of innovation and shows what it takes to transform powerful ideas into reality.

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