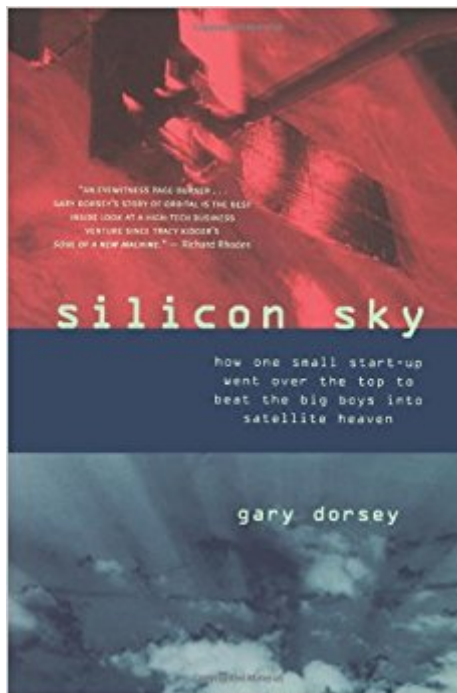




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Silicon Sky: How One Small Start-up Went Over The Top To Beat The Big Boys Into Satellite Heaven



Synopsis

For more than a decade some of the world's most powerful defense companies have raced to launch the first constellation of low-earth orbit commercial satellites. The prize? An explosive global market for personal communications worth billions of dollars. Fresh out of Harvard Business School, twenty-something David Thompson entered the fray with an insane idea: to build his own rockets, satellites and a multi-million-dollar corporation that could go head-to-head against the big guys. His electrifying grab for the heavens; huge start-up costs, mind-blowing technical obstacles, and dark tangos with investors; is told by acclaimed writer Gary Dorsey, who was there reporting from inside. The story of their obsessive gamble in the high-stress game of space commerce is told through the lives of Thompson's managers, markets, and "freshouts"; a brilliant team of young engineers from the country's best universities. Like *The Soul of a New Machine*, *Silicon Sky*; part of the celebrated Sloan Technology Series; reads like fast-paced fiction, tracing the advent not just of a single company, but of a quickly emerging technological industry.

Book Information

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Customer Reviews

I've not yet read this book of course, it isn't published yet. But I'll write a review anyway. You see, I was one of the engineers working on the satellite development team that Gary Dorsey has written about in *Silicon Sky*. "Studied" might be a better term than written about... We were definitely studied, like amusing and sometimes suprisingly humanoid monkeys in a cage. We always used to

joke about the Heisenberg uncertainty principle. It goes something like this: You can't measure anything without affecting it a little bit. Dr Heisenberg was a physicist, and wrote down his idea in terms of the mathematics of atomic particles, but it is a concept equally valid in the field of anthropology, which is what this book is going to be about. I've read a couple of books by Gary Dorsey, and they share this feature; he works hard to get inside the head of his subjects and succeeds in taking you there, too. That and his style entranced me. It doesn't take much time at all to get fully engrossed because the book immediately surrounds you with its own "virtual reality" So, Gary was our own Heisenberg, measuring us, and certainly impacting the process a little along the way. I remember being surprised that Dave Thompson (the Big Boss, we always called him) had allowed Gary unlimited access. Gary was like a spider on the wall, crawling silently into any group he wanted, from the executives' meetings to bitch sessions in the lab. The little red light of his tape recorder, an occasional note he took, these things reminded you this was all going to come out, eventually. Gary would also come around and interview you occasionally. I remember thinking, "damn, I don't have time for this guy."

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