



Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business

Karen Southwick

Download now

[Click here](#) if your download doesn't start automatically

Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business

Karen Southwick

Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business Karen Southwick

A hotbed of activity for far-sighted thinkers and determined doers, the high technology industry has given rise to a pioneering group of entrepreneurs and executives which is not only behind today's most innovative technological advances, but at the forefront of a dynamic new movement in business. Armed with groundbreaking management philosophies and practices, the members of this visionary group are changing the way corporate structures are modeled and altering conventional conceptions of how companies should be run. Having helped their own organizations survive and thrive in a highly competitive, pressure-filled arena, they offer invaluable lessons for executives and managers in all industries. Now, in *Silicon Gold Rush*, their inspirational stories are told and their strategies for success revealed.

Written by Karen Southwick, editor of Upside Magazine's book division, this enlightening behind-the-scenes account spans the gamut of emerging technology management styles, from proven successes such as Cisco Systems to new kids on the block like Crossworlds Software. Providing valuable insights into a myriad of key issues, from nurturing creativity and motivating employees to finding new markets and weathering tough times, *Silicon Gold Rush* examines the *modi operandi* of the technology world's emerging stars and heavyweights.

The book reveals the maverick leadership techniques that are finding their way into mainstream corporate culture with far-reaching consequences. As Southwick points out: "Everywhere you look today, you will see older companies and those in traditional industries adopting the organizational structures, business strategies, and operational methods of the Silicon Valley gang. . . . [These] technology companies are changing more than the markets in which they operate, they are transforming the way America does business." Along with an overview of the high-tech environment, *Silicon Gold Rush* delivers in-depth coverage of the changing role of the high-tech CEO, the growing importance of the customer in the development and marketing processes of technology companies, the essentials of internal corporate organization, and the increasing frequency of mergers and alliances.

To illustrate the dynamics of the technology industry that make it so exciting and instructive to watch-the scramble for financing, the feverish move of product from design to delivery, the constant risk of failure-it tracks the progress of CrossWorlds Software Inc., a start-up venture headed up by Katrina Garnett, founder and chief executive. Delivering insider analysis of the thinking and motivations that drive today's cyber-Powerhouses, this eye-opening volume presents illuminating interviews with more than twenty trailblazing CEOs and senior executives, including Yahoo!'s Tim Koogle, 3Com's Eric Benhamous, PeopleSoft's Dave Duffield, Cisco's John Chambers, and Novell's Eric Schmidt.

A one-of-a-kind book that delves into the management ideas and strategies of high-tech leaders who are "rewriting the rules of business," *Silicon Gold Rush* is essential reading for anyone-in any industry-seeking the inside track on contemporary business transformations.

 [Download Silicon Gold Rush: The Next Generation of High-Tec ...pdf](#)

 [Read Online Silicon Gold Rush: The Next Generation of High-T ...pdf](#)

Download and Read Free Online Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business Karen Southwick

From reader reviews:

John Tibbs:

The book Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business can give more knowledge and also the precise product information about everything you want. Why then must we leave the great thing like a book Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business? Several of you have a different opinion about book. But one aim that will book can give many facts for us. It is absolutely suitable. Right now, try to closer along with your book. Knowledge or information that you take for that, you are able to give for each other; you can share all of these. Book Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business has simple shape however, you know: it has great and big function for you. You can appearance the enormous world by wide open and read a guide. So it is very wonderful.

Louise Reyes:

The e-book untitled Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business is the reserve that recommended to you to read. You can see the quality of the publication content that will be shown to you. The language that writer use to explained their way of doing something is easily to understand. The copy writer was did a lot of analysis when write the book, hence the information that they share to you personally is absolutely accurate. You also might get the e-book of Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business from the publisher to make you much more enjoy free time.

Tracie Berry:

Don't be worry should you be afraid that this book may filled the space in your house, you might have it in e-book means, more simple and reachable. This kind of Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business can give you a lot of close friends because by you checking out this one book you have point that they don't and make you more like an interesting person. This particular book can be one of a step for you to get success. This guide offer you information that possibly your friend doesn't know, by knowing more than various other make you to be great men and women. So , why hesitate? Let me have Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business.

Richard Forbes:

As we know that book is important thing to add our knowledge for everything. By a e-book we can know everything we would like. A book is a list of written, printed, illustrated or blank sheet. Every year has been exactly added. This book Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business was filled concerning science. Spend your extra time to add your knowledge about your science competence. Some people has diverse feel when they reading a book. If you know how big benefit of a book, you can sense enjoy to read a book. In the modern era like right now, many ways to get book that you

wanted.

**Download and Read Online Silicon Gold Rush: The Next
Generation of High-Tech Stars Rewrites the Rules of Business
Karen Southwick #HSYCMNRA3U2**

Read Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business by Karen Southwick for online ebook

Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business by Karen Southwick 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 Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business by Karen Southwick books to read online.

Online Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business by Karen Southwick ebook PDF download

Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business by Karen Southwick Doc

Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business by Karen Southwick Mobipocket

Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business by Karen Southwick EPub