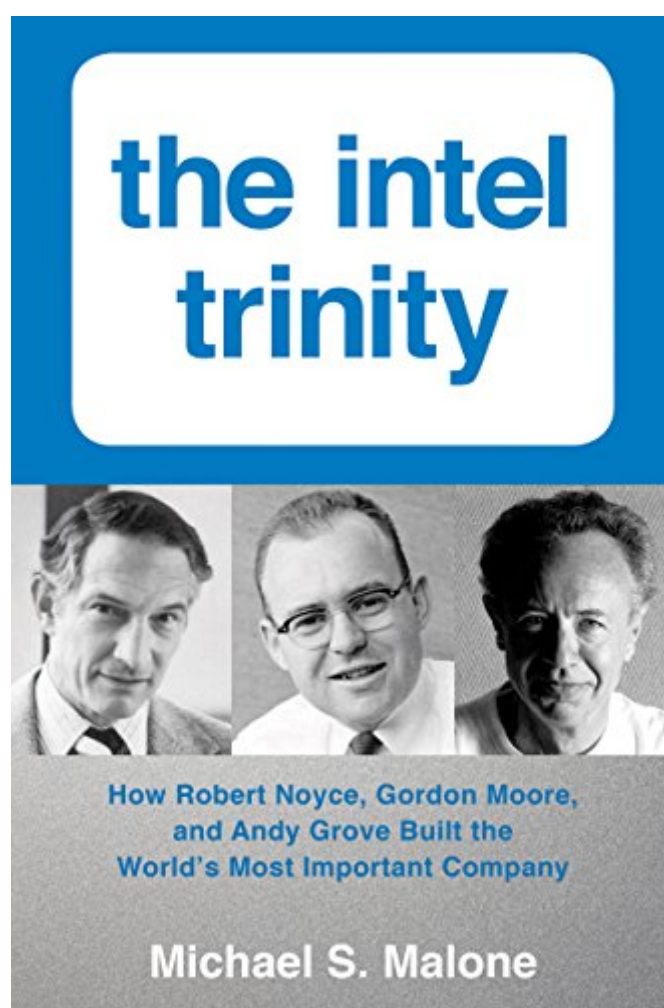


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Intel Trinity, The: How Robert Noyce, Gordon Moore, And Andy Grove Built The World's Most Important Company



Synopsis

Based on unprecedented access to the corporation's archives, *The Intel Trinity* is the first full history of Intel Corporation "the essential company of the digital age" told through the lives of the three most important figures in the company's history: Robert Noyce, Gordon Moore, and Andy Grove. Often hailed the "most important company in the world," Intel remains, more than four decades after its inception, a defining company of the global digital economy. The legendary inventors of the microprocessor—the single most important product in the modern world—Intel today builds the tiny "engines" that power almost every intelligent electronic device on the planet. But the true story of Intel is the human story of the trio of geniuses behind it. Michael S. Malone reveals how each brought different things to Intel, and at different times. Noyce, the most respected high tech figure of his generation, brought credibility (and money) to the company's founding; Moore made Intel the world's technological leader; and Grove, has relentlessly driven the company to ever-higher levels of success and competitiveness. Without any one of these figures, Intel would never have achieved its historic success; with them, Intel made possible the personal computer, Internet, telecommunications, and the personal electronics revolutions. *The Intel Trinity* is not just the story of Intel's legendary past; it also offers an analysis of the formidable challenges that lie ahead as the company struggles to maintain its dominance, its culture, and its legacy. With eight pages of black-and-white photos.

Book Information

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Customer Reviews

This is a "must have" book for anyone who wants to know about the early history of integrated circuits, the microprocessor, and Silicon Valley. The Valley of Heart's Delight, as it was known before Don Hoefler's 1971 naming, was and is truly an amazing place with remarkable individuals. As a young electrical engineer, I first came out to Palo Alto because there were two minicomputer companies with headquarters within two miles of each other -- Varian Associates and Hewlett-Packard. HP had just gotten into the minicomputer business in 1967 and was eager to sell its new machines. They gave my upstart Ann Arbor-based company \$100,000 worth of equipment and 60 days credit terms to pay for it. Our company had a net worth of \$3,000 and I was 25 years old. HP had the true Silicon Valley start-up spirit. The next time I came to the Bay Area was when I read the Electronic News two page advertisement for the 4004 chip on November 15, 1971, "Announcing a new era of integrated electronics -- a micro-programmable computer on a chip." Few believed. None of the 80 or so minicomputer companies, led by Digital Equipment and Data General, took it seriously. Luckily I did and moved here. Mike Malone perfectly captures this whole era in Part II: Start-Up (1968-1971) and Part III: The Spirit of the Age (1972-1987). Mike Malone explains the three different personalities of the founders. When you call Andy Grove "paranoid" he certainly was. Andy believed spies were everywhere. When I went to an analyst meeting and arrived early, I went to the bathroom with my briefcase. A secretary quickly followed me into the bathroom and told me I had to check the briefcase before being allowed into the analyst meeting.

Intel's greatest strength has been its willingness to take huge risks, even betting the company, according to Michael Malone in this book. On the occasions when those bets have failed, the company has clawed its way back into the game through superhuman effort and will, ... and then immediately gone on to take yet more risks. The story starts in September 1957 when the "Traitorous Eight" employees of Shockley Transistor left to form their own company, which became Fairchild Semiconductor. When Fairchild started falling apart a decade later, two of its key scientists and leaders, Bob Noyce and Gordon Moore, decided to start a new business, and Andy Grove joined them as their first employee at Intel. The book goes on to describe Intel's ups and downs over the ensuing 45 years. Gordon Moore had first observed in 1965 that the complexity of

integrated circuits was doubling every year, and in the 1970s the doubling of computer chip performance every two years became known as Moore's Law. Intel Corporation, as the keeper of Moore's Law, proceeded over the next several decades to innovate at the required rate, using a combination of science and business cunning to stay ahead of its competitors. It is a well-crafted story, although perhaps a bit longer than necessary. Intel seems to have become roaring out or become roaring back after downturns quite a few times, and the traits of some characters get repeated a bit. I have no personal knowledge of the key individuals, but can't help suspecting that they have been a little bit stereotyped. For example, I suspect that Andy Grove's attitude towards Bob Noyce was more nuanced than the animosity portrayed by the author. Notwithstanding these minor issues, I thoroughly enjoyed the book.

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