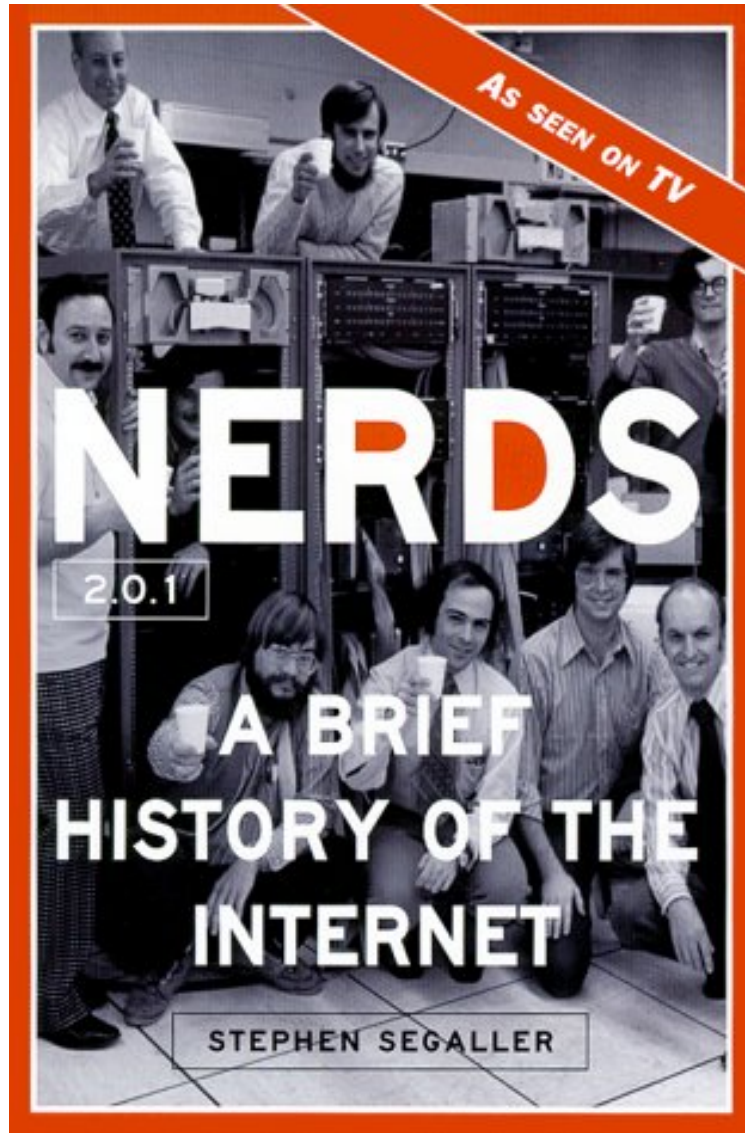


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## Nerds 2.0.1

*Stephen Segaller*

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#3002577 in Books TV Books 1999-11-01Original language:EnglishPDF # 1 1.11 x 5.99 x 8.971, #File Name: 1575000881416 pages | File size: 20.Mb

**Stephen Segaller : Nerds 2.0.1** before purchasing it in order to gage whether or not it would be worth my time, and all praised Nerds 2.0.1:

0 of 1 people found the following review helpful. Revenge of the NERDS!!!!!!!!!!!!!!By Trisha HAawesome book that was purchased for my Step Dad. He specially requested this "must have" for Christmas in 2009. I read a bit of it and it was really informative and interesting!!!0 of 1 people found the following review helpful. Four StarsBy Bob FA little Readers Digest but still, anything that gives insight into that period is eye opening.0 of 0 people found the following

review helpful. Right from the hip - a favorable preview

By A Customer

You might think that after working with computers and networks for nearly two decades I might have encountered a similar published history somewhere along the way, but I had to wait this long to finally satisfy my curiosity about many matters related to the Internet. On another note, you know that you're growing old when such an eventful volume covers your life's exact timeline, and when you've watched over half the volume's events unfold before you in the workplace. Stephen Segaller deserves credit for compiling an exhaustive background of four decades of Internet-related activity, including the major and minor players, their opinions, their backgrounds, thoughts, related feelings, reactions, plans, failures and successes. As a writer and television producer, Segaller originally created a television program titled "Nerds 2.0.1" during which he took a short break from production and adapted his material for this book. I was pleasantly surprised to be intimately introduced to people I've either heard of - or read about - over the years. It was fascinating to watch the Internet unfold from behind-the-scenes as if I were closely involved in making historic progress with Frank Heart, Tim Berners-Lee, Norm Abramson, Vint Cerf, Bob Metcalfe, Scott McNealy, Bill Joy, or my favorites (since I'm a Cisco fanatic) Len Bosack and Sandy Lerner. It is easy to see the parallel between the television documentary and the book, as the book contains four neatly divided parts consisting of the decades of the 60's, 70's, 80's and 90's, though the book could be divided into parts related more closely to significant events in the development of the Internet. These events would include: the introduction of the modem, the rejection by ATT, Control Data Corp., and IBM of the original RFP to create a non-modem "Internet", the establishment of ARPANet via packet switching, the development of routing protocols, the introduction of e-mail and FTP, the international expansion of ARPANet, the establishment of Ethernet, the start of the continuing proliferation of Intel processors, the entry and exponential growth of microcomputer use, the TCP/IP protocol formally split and defined, the designation of the Domain Name System (.com, .edu, .org, etc.), the replacement of ARPANet by the World Wide Web, the congressional act to permit commerce on the Web, the unbelievable growth of the Web in the early to mid 90's and thereafter, the continued dominance of Cisco and Microsoft in their related fields, and finally the continued exponential growth of Internet users, sites, traffic and commerce. In conclusion I would highly recommend this book to anyone with even the slightest curiosity as to how this transforming medium we call the Internet just happened into being. Stephen Segaller's work is comprehensive and written for the reader as an active and interesting novel rather than a dry volume of compiled facts and figures.

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, Amazon, 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*.

.com Nerds 2.0.1: A Brief History of the Internet presents the development of the Web as a product of colliding, dualistic forces: the individuality of the personal computer and the universality of a global network. Along the way, other complementary opposites arise, such as the intersection of the "computer lib" hippie hacker and the IBM or Pentagon bureaucrat. The biographies of these visionaries, and the magnificent changes their ideas induced, make Nerds 2.0.1 compelling reading. Nerds 2.0.1 is a unique computer-history book, in that it is really a history of networking. Author Stephen Segaller covers all the current heavy hitters of the technology industry in depth: Novell, 3Com, and Cisco. In particular, the story of the creation of Cisco--and the ousting of the original founders by the sponsoring venture capitalist--shows the high-level stakes and intrigue this billionaire world holds. Segaller also chronicles the failures of companies who didn't realize what their programmers had made available to them. IBM, Xerox, and, some would say, Microsoft are big players in this part of Segaller's tale. The author puts technological developments in a helpful context: the infamous 100-hour Silicon Valley workweek, the "dog-year" life span of an Internet start-up, and the managerial shufflings of a sponsoring venture capitalist firm all make sense in the world he describes. --Jennifer Buckendorff

From Publishers Weekly

From the early days of ARPA, the federal department that enabled the Internet, to the Microsoft-Netscape wars of the present, computer networking has become a powerful, if not always recognized, force on our culture. In this dry and arcane, if comprehensive, history, Segaller (Invisible

Armies) documents the evolution that has generated this revolution. Arranged like a TV documentary, with lead-in paragraphs followed by extended reminiscences (the author has produced an eponymous PBS documentary), Segaller's book covers such developments as packet-switching in the 1960s, which allowed data to be broken down and reassembled; Ethernet in the '70s and Netware in the '80s, both breakthrough networking technologies; and, of course, the creation of the World Wide Web in the 1990s. He leaves no circuit unexposed, paying attention not only to the tech-minded "nerds" but also to financiers. Segaller strews small diamonds throughout his history: his description of a pubescent Harvard student named Bill Gates breaking off a poker game to develop a Basic interpreter is priceless. But more illuminating than any fact are the book's two implicit themes: that without more than a few fortuitous turns, the Internet as we know it may not have come to be; and that most major discoveries were made years, if not decades, before the public came to appreciate them. Whether you call the pioneers it portrays "nerds" or any other name, Segaller's book makes an impressive argument for their significance. Copyright 1998 Reed Business Information, Inc. ...for students of the Internet, Nerds 2.0.1 is a valuable, readable and rough first draft of the history of the medium that is changing the world at the end of the millennium. -- Upside, Adam Lashinsky