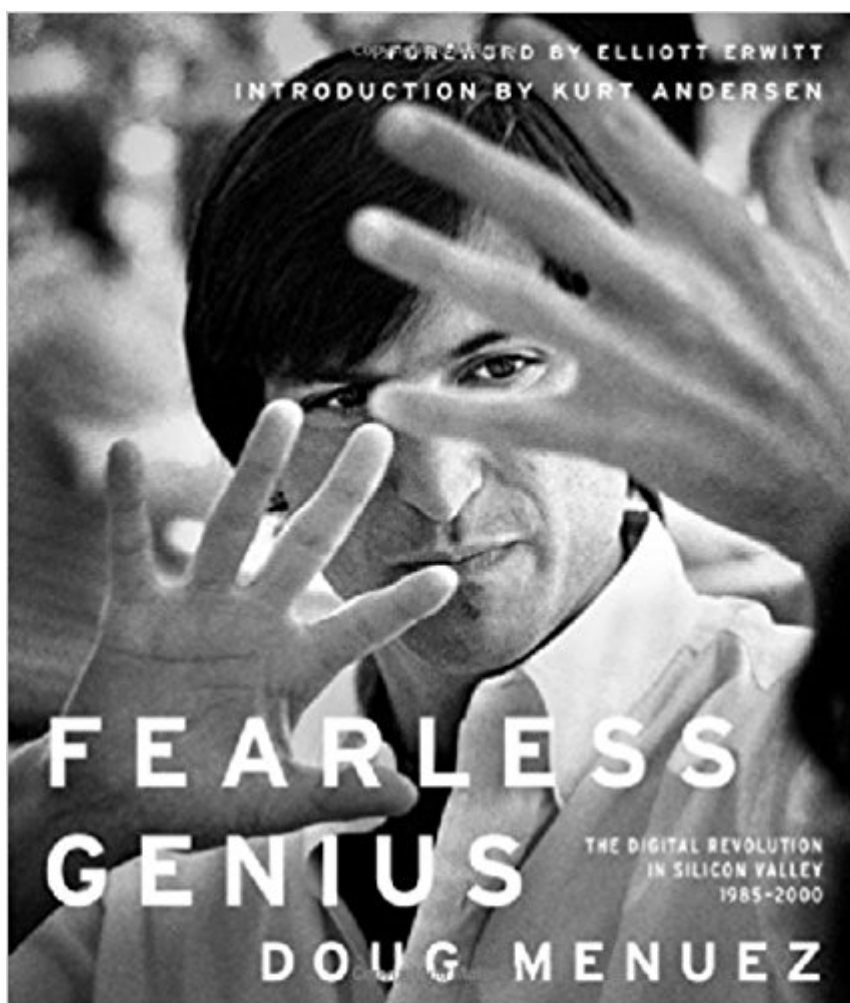


The book was found

Fearless Genius: The Digital Revolution In Silicon Valley 1985-2000



Synopsis

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. In the spring of 1985, a technological revolution was under way in Silicon Valley, and documentary photographer Doug Menuez 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. Menuez 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 Menuez unlimited access to the company, and, for the next three years, Menuez 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 Menuez the same complete access that Jobs had. Menuez 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 Menuez 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, Menuez 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 Menuez was there, a witness to a revolution. In more than a hundred photographs and accompanying commentary, > captures the human face of innovation and shows what it takes to transform powerful ideas into reality.

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Customer Reviews

“Interesting| Insightful| Will feel nostalgic for those who were a part of the action; for outsiders, it will both confirm and explode perceptions of what really took place during a strange and exciting time.” (Publishers Weekly) “Instructive... Interesting... A vital piece of photographic history.” (Kirkus Reviews)

Doug Menezes is an award-winning documentary photographer whose varied career over thirty years began in 1981 at [Time](#), then as a freelancer for [Time](#), [Newsweek](#), [Life](#), [Fortune](#), [The New York Times Magazine](#), and many more publications. His many awards include honors from [Communication Arts](#), the [Kelly Awards](#), [AOP London](#), and [Photo District News](#), among others. He has been exhibited in solo and group shows in the US and Europe. [Stanford University Library](#) acquired his extensive archive of more than 1 million photographs and created the [Douglas Menezes Photography Collection](#) at [Stanford University Library](#). He is based in New York City.

More than 100 photographs documenting Silicon Valley’s rise, all in black and white. Features many of the famous key players of the time, and also those whose contributions did not receive the attention they deserved. Steve Jobs is there, of course, (the beginning of the book is devoted to the creation and launch of the NeXT computer), as are Marc Andreessen, Steve Capps, Susan Kare, John Warnock, Clement Mok, Ross Perot, and even President Clinton. Far from “glamour shots,” these photos capture non-posed reality, with all of the intensity, exhilaration, and exhaustion that was everyday life for those who sought to change the world. Menezes’s captions, and especially his thoughtful assessment of the evolution of the industry, are valuable additions. I enjoyed this book very much.

A talented photographer is given unprecedented access to Silicon Valley’s otherwise

paranoid-about-secrecy young companies and this book is what ensues. Menuez tries to tell a cohesive story about a time and place that transcends any individual company, and he largely succeeds. However, I would argue that some of the artistic choices made were not particularly valuable. Out of the 250,000 photos he took, some of Menuez's choices for the book of about 250 seem bizarre. Sure, empty Chinese food take-out cartons tell a story, but a story worth printing full page? None the less, this book is an enjoyable, quick read (about 2-3 hours of careful study), and some of the photographs of Steve Jobs in particular, are spectacular. I would not recommend this book as first introduction to the story of Silicon Valley, but it's certainly an excellent additive piece.

Ã Â <http://froknowsphoto.com/bookshelf-fearless-genius/> click here to learn more about this book. Isn't all access what we all want? I know I love getting all access to places that other photographers don't get access to. The one thing you never will know until a much later time is if you have all access to history. In this case Photographer Doug Menuez worked his way in to get all ACCESS to some of the tech visionaries of our time. He was there with Steve Jobs as he started NEXT, he was there with Intel founders as well as many other companies that we all know by name today. When I looked at the photos in "Fearless Genius" I sit there in awe of the access and history that he made with his images. I get asked all the time what inspires me or what do I do when I am in a photographic rut? The simple answer is I look at photo books and instantly find inspiration.

One can hardly resist not opening this book. For those of us who were not physically present during the dawning of the digital revolution in Silicon Valley, this book gives us a window into that world through Doug Menuez's captivating camera lens. The black and white pictures let us view intently the intensity and innovation emanating from the brilliant young minds that would change the world forever. In addition to the dynamic images, the stories accompanying the photos as told by Menuez are equally as interesting. Thank you Mr. Menuez for bringing this book into our homes and hearts, and inspiring a new generation of "fearless geniuses" as well!

I have wished for a hardback photo documentary publication on Steve Jobs to mirror Isaacson's biography, and this comes the closest. About a third of this book is devoted to Steve, the remainder to others of the same era in Silicon Valley. Not a great deal of verbiage, photos were powerful enough. A great tribute to the many people during the early years of technology leaders of California. In addition to my copy, I ordered extra copies to send to friends and neighbors in the Bay Area as gifts who also knew Steve in his earlier years and of which one who reconnected with him

in their 50th year.

Indeed, how do you ever photograph the creative process, especially one that applies to software which you can't even touch? I love this book because it's the first photojournalistic treatment I've come across that captures the moments within the moments at tech companies here in the Valley that I've spent my career at. It's all here, literally, in black and white. The images look a bit dated now, but good or bad, not much has changed other than the computers and the fashions (the fashion less than the computers interestingly). What hasn't changed at all is the expressions on peoples faces as we do what we do. :D

"Fearless Genius" by Doug Menezes is the most unique insight on Steve Jobs never previously revealed. Absolutely fascinating photos and narrative as Steve Jobs gave Doug Menezes permission to sit in on all meetings and follow him around for 3 years at NeXT. The legend comes alive in this book! John Sculley

More powerful than a book written by an academic, more truthful than a biopic produced in Hollywood. Menezes is a professional photographer and the NeXT shots are astonishingly unique and intense. The book is an inspiration: to be read many times. B.

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