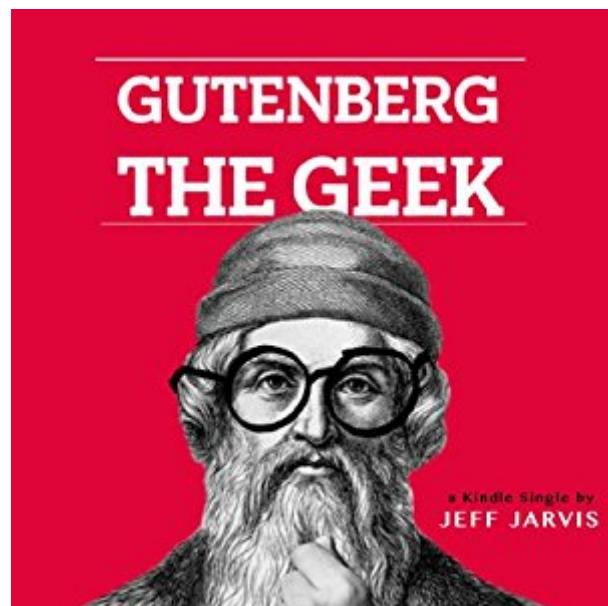The book was found

Gutenberg The Geek

Synopsis

Johannes Gutenberg was our first geek, the original technology entrepreneur, who had to grapple with all the challenges a Silicon Valley startup faces today. Jeff Jarvis tells Gutenberg's story from an entrepreneurial perspective, examining how he overcame technology hurdles, how he operated with the secrecy of a Steve Jobs, but then shifted to openness, how he raised capital and mitigated risk, and how, in the end, his cash flow and equity structure did him in. This is also the inspiring story of a great disruptor - which is what makes Gutenberg the patron saint of entrepreneurs. Jeff Jarvis is the author of Public Parts: How Sharing in the Digital Age Improves the Way We Work and Live and What Would Google Do?: Reverse-Engineering the Fastest Growing Company in the History of the World. He directs the Tow-Knight Center for Entrepreneurial Journalism at the City University of New York Graduate School of Journalism.

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Customer Reviews

Okay, so it wouldn't have quite the same punch as a title, but this Kindle Single isn't really about what made Gutenberg a geek; it's about what made him a great start-up founder. Jarvis gives the facts (as much as we can know them) of Gutenberg's story and writes that "In all, Gutenberg -- just like a modern-day startup -- depended on exploiting new efficiencies, achieving scale, reusing assets, dividing specialized labor, and setting standards." I had always pictured Gutenberg working alone and tinkering with the design of his printing press, but the author describes the business side

of the story (which is quite compelling) and makes frequent comparisons to modern-day companies and entrepreneurs. At the very end, he pivots to a frequent (for Jeff Jarvis) theme of advocating for Internet freedom, which felt a little awkwardly tacked on. And speaking of awkwardly tacked on, here are two quotes I highlighted:"This was a time of change and disruption -- which is like planting season for entrepreneurs.""Don't today's entrepreneurs dream for a fraction of Gutenberg's impact? He was the inventor of history's greatest platform."A good quick read, stylistically somewhere between a Wikipedia entry and an article in WIRED.

Last October, while reading Jeff Jarvis'Ã Â Public Parts: How Sharing in the Digital Age Improves the Way We Work and Live,his compelling examination of the way in which the internet is changing -- and challenging -- various notions and cultural norms related to privacy and "publicness," I found myself intrigued with the chapter comparing Gutenberg and the era he ushered in, with the impact of the internet.While I've read cursory attempts at such comparisons, Jeff's writing about Gutenberg was so fascinating, that I emailed him to ask where I could find more on the topic. Not only did he email me back some suggestions, he sent me a 5,000 word document he'd written about Gutenberg that had not made it into the book.So I was thrilled to see that Jeff had self-published, Gutenberg the Geek as a Kindle Single ebook of 6,800 word, using this previously unpublished material to tell a completely different story that reminds us how history reveals to us patterns that never stop repeating themselves. (My only disappointment: He should have named the ebook "What Would Gutenberg Do?" in reference to his previous book,Ã Â What Would Google Do?Ã Â)I found Gutenberg the Great similar to another one of my favorite Kindle Singles,Leonardo and Steve: The Young Genius Who Beat Apple to Market by 800 Years, a 14,000-word volume written by Stanford math professor Kevin Devlins, As Jarvis does with comparing Gutenberg and Silicon Valley startup guys, Devins compares the role Leonardo of Pisa (we know him as Fibonacci) with the role Steve Jobs played in introducing personal computing to our era.In Jarvis' compact and concise book, he weaves in references and comparisons of Gutenberg's innovation and entrepreneurship to today's era of new technology and new business models built on that technology.I feel certain no one else has written a book of any length that finds parallels in how Gutenberg and the founders of Airbnb.com funded their startups -- but it's that kind of informative, and fun, comparison that enables this to be an informative, but quick, read.

This very quick read is a great introduction to how important Gutenberg truly is and how the events of his life do inform many of the modern day issues we face with information technology.What i love

about this title is that we get a great introduction to a man who shaped our world possible more than just about anyone else yet is somewhat forgotten. Sure just about everyone knows his name and what he did but the true importance of his achievement is dulled by the fact it changed so much about our lives. It is virtually impossible to think what the world would be like without Gutenberg yet he is essentially a footnote in history.My only real issue with this book is that it is both too short and has an odd structure. It flows from topic to topic in an almost stream of consciousness way which leads to many points being repeated more than necessary and makes the overall point of the book a little less clear.Still for less than a dollar this is well worth your time and money.

Gutenberg the Geek Gutenberg the Geek (Kindle Single) From Gutenberg to OpenType: An Illustrated History of Type from the Earliest Letterforms to the Latest Digital Fonts From the Good Mountain: How Gutenberg Changed the World Johannes Gutenberg: Inventor of the Printing Press (Signature Lives: Renaissance Era) Johann Gutenberg and the Printing Press (Inventions and Discovery) Piracy: The Intellectual Property Wars from Gutenberg to Gates Copyright's Highway: From Gutenberg to the Celestial Jukebox The Gutenberg Bible: Landmark in Learning Johannes Gutenberg and the Printing Press (Pivotal Moments in History) Johannes Gutenberg: Printing Press Innovator (Publishing Pioneers) If You Love Reading, Thank Johannes Gutenberg! Biography 3rd Grade | Children's Biography Books Gutenberg ZULA Geek Adult UD University Of Delaware Travel Cap Hat Ash Adorkable Bubble Bath Crafts: The Geek's DIY Guide to 50 Nerdy Soaps, Suds, Bath Bombs and other Curios that Entertain Your Kids in the Tub Geek Sublime: The Beauty of Code, the Code of Beauty iWoz: Computer Geek to Cult Icon iWoz: Computer Geek to Cult Icon: How I Invented the Personal Computer, Co-Founded Apple, and Had Fun Doing It CW Geek's Guide to Having Fun with Morse Code Popular: Vintage Wisdom for a Modern Geek