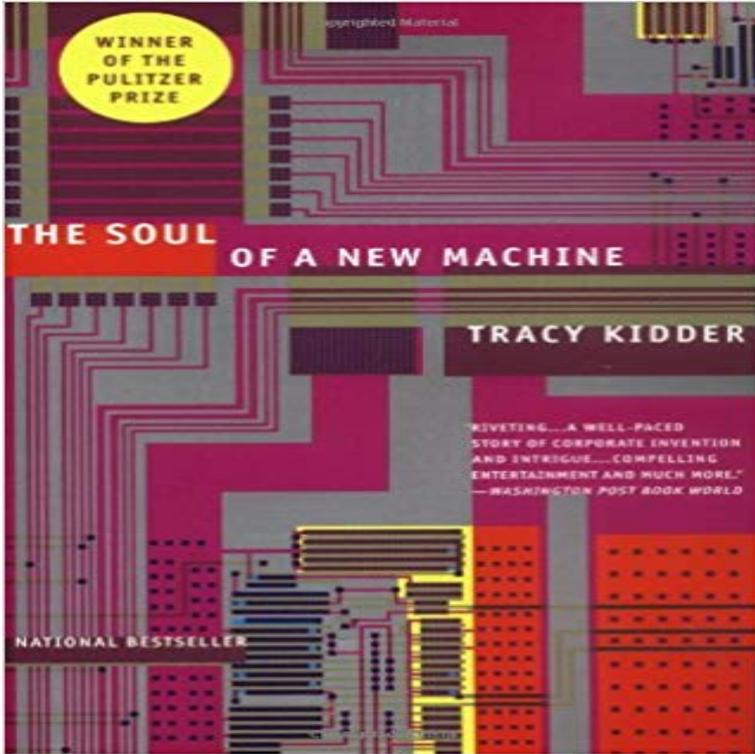


The Soul of A New Machine



Computers have changed since 1981, when Tracy Kidder memorably recorded the drama, comedy, and excitement of one company's efforts to bring a new microcomputer to market. What has not changed is the feverish pace of the high-tech industry, the go-for-broke approach to business that has caused so many computer companies to win big (or go belly up), and the cult of pursuing mind-bending technological innovations. *The Soul of a New Machine* is an essential chapter in the history of the machine that revolutionized the world in the twentieth century.

Inspired by *Halt and Catch Fire*, I'm re-reading Tracy Kidder's *The Soul of a New Machine*. I had forgotten how good this book is. Man. The story

32 quotes from *The Soul of a New Machine*: It became apparent that communications and computing served each other so intimately that they might actually

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Winner of the Pulitzer Prize and the American Book Award, *The Soul of a New Machine* was a bestseller on its first publication in 1981. With the touch of an

The Soul of a New Machine differs from most other books revisited in *Technology and Culture* during the past few years not by a scholar for other scholars but

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