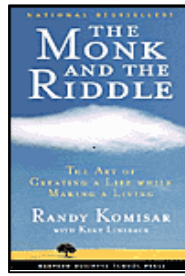




## Coburn Ventures

... what's Pip Reading?



### Book Topic: Change

Title	Author	Pip's Summary
Blink	Malcolm Gladwell	Very easy read about the power of enhanced awareness... popular hit
Chaos	James Gleick	Great survey of the history of chaos theory development
Complexity	M. Mitchell Waldrop	Chaos and complexity -- Brian Arthur plays the central role
Does IT Matter?	Nicholas Carr	Nicholas Carr suggested that Information Technology was FULLY commoditized... fails to consider that nearly every company on the planet is either aiming to use technology as a differentiator or aiming to keep up with someone who is... see instead Jim Collins p 144-163 of Good to Great
Future Shock	Alvin Toffler	Absolute classic on change and society... nearly a must read
Guns, Germs and Steel	Jared Diamond	How did civilizations evolve around the planet... Unbelievably good... Pulitzer winner
Innovation and Entrepreneurship	Peter F. Drucker	One of the best thinkers walks thru "innovation"
Linked	Albert Laszlo Barabasi	One of the better entries on "network effects"
Mastering the dynamics of innovation	James Utterback	The distinction in between product innovation, dominant design and process innovation... think about Dell vs everyone else
Six Degrees	Duncan Watts	Another winner on "network effects"... easy read
The Celestine Prophecy: An Adventure	James Redfield	a search for an ancient manuscript leads to a review of sorts of major changes in society and possible changes ahead
The Future of Peace	Scott Hunt	Scott Hunt interviews a number of world figures to ask there few of what peace is and to understand how their view of peace impacts their view of how change can occur. Psychotics of "change" will love the deep connections and others may fall asleep. I LOVED it!
The Holographic Universe	Michael Talbot	A review of quantum physics leads to a comprehensive review of the world of holistic thinking... interesting collection
The Innovator's Dilemma	Clayton M. Christensen	Shows that innovative companies are unable to follow on with further success due to cultural problems
The Innovator's Solution	Clayton M. Christensen	Superb sequel to his classic Innovator's Dilemma... focus on focusing on "services" and a tie to a brilliant 1975 article by Ted Levitt
The Structure of Scientific Revolutions	Thomas S. Kuhn	My favorite book on change... published way back in 1962...
The Tipping Point	Malcolm Gladwell	Popular recant about why mass markets take off and the phrase "tipping point" has stuck
Unstuck	Keith Yamashita & Sandra Spataro	Identifying points when change is required in companies and how to implement

### Book Topic: Change Enterprise

Title	Author	Pip's Summary
Chemistry	Stone Yamashita Partners	How change occurs in enterprises
Good to Great	Jim Collins	All about the cultures that create and extend greatness... discussion of commonalities of great leaders
In Search of Excellence	Thomas J. Peters & Robert H. Waterman, Jr.	World famous consultant begins his career as sage on change
Leading Out Loud	Terry Pearce	Superb piece on what individuals can specifically do to inspire change
Living on the Fault Line	Geoffrey A. Moore	Outsourcing: why, what and how
Reengineering The Corporation	Michael Hammer & James Champy	Heroes of the 1990s -- later the "reengineering" bug wore off but the tenants of the book were dead on accurate
Slack	Tom DeMarco	Tom DeMarco gets at change in the enterprise and about creating necessary pre-conditions
The 7 Habits of Highly Effective Families	Stephen R. Covey	All of these lessons and habits translate perfectly into the corporate world
The Social Life of Information	John Seely Brown	Deep deep deep focus on what "information" really is all about

### Book Topic: Communications

Introduction to DWDM Technology	Stamatios V. Kartalopoulos	A primer on dense wave division multiplexing -- a must read if when we were in 1998 but not so important now!
Newton's Telecom Dictionary	Harry Newton	The standard bearer dictionary for the industry
Residential Broadband	Kim Maxwell	Great DSL primer and still relevant today
Telecosm	George Gilder	Written to near the peak
The Death of Distance	Frances Cairncross	Superb piece that forecasted how life would change with the changes in telecom... superb
The Switching Book	Xylan - multi author	Basic primer on routing and switching

### Book Topic: Cultural Commentary

A Visionary Nation	Zachary Karabell	Six stages of change as well as a look at the next change...
As the Future Catches You	Juan Enriquez	Unwanted consequences of the rapid damaging pace of change thru society
Being Digital	Nicholas Negroponte	What is reeeaaally going on in society with the technological changes and Internet visions... high profile mid 90s read
Cod	Mark Kurlansky	The fish that changed the world....great and easy read
Faster	James Gleick	Why has decision making condensed and will the pace ever reverse? Has strategy been replaced forever by tactics?
High Tech High Touch	Nana Naisbitt and Douglas Philips	How technology changes society?
Longitude	Dava Sobel	A superb and fascinating account of the race to solve the puzzle of calculating longitude during the 1600-1700s... applicable to our change framework -- its all there
Purplecow	Seth Godin	Remarkable book that stresses making remarkable and only remarkable products in order to compete... an anti-me-too discussion
The 500 Year Delta	Watts Wacker & Jim Taylor with Howard Means	Technology's change on society -- superb; Jim Taylor is one of the best speakers you'll ever hear as well
The Clock of the Long Now	Stewart Brand	How long is the period "now"? Some cultures think of "now" as 150 years and make decisions as such... ours doesn't
The Cluetrain Manifesto	Rick Levine, Christopher Locke, Doc Searls, and David Weinberger	The "communication revolution" isn't about the tools but rather how a new generation is using the tools and how enterprises are being flattened
The Last Hours of Ancient Sunlight	Thom Hartmann	The damage being created as fossil fuel supplies are used and are eventually extinguished

Title	Author	Pip's Summary
The Lexus and the Olive Tree	Thomas L. Friedman	Superb superb piece on globalization
The One to One Future	Don Peppers and Martha Rogers, PH.D.	Though the one-on-one world did not happen anywhere close to the pace the writers suggested -- and still hasn't -- it is a great piece getting at the heart of a key change in marketing
The World is Flat	Thomas Friedman	Since I have been living in the world Tom Friedman describes little was knew BUT it did reinforce that I can help my kids a ton by getting them lots of experiences around the globe. Felt good to have a Thai au pair teaching us her culture. Glad to have had three people who speak chinese on my teams.

### Book Topic: Information

Information Productivity	Paul. A. Strassmann	The costs of information that might drop as a result of Internet
Rembrandts in the Attic	Kevin G. Rivette & David Kline	Intellectual Property bible -- strategies that led to more and more IP and the resultant lawsuits that continue to grow
Silicon Dreams	Robert Lucky	Common sense thinking about "information"
The Future of Ideas	Larry Lessig	Intellectual property guru
The Human Use of Human Beings	Norbert Wiener	The scientist who many feel started the "Information Age" in 1948 with "Cybernetics"
Understanding Media	Marshall McLuhan	The ultimate think piece on communciation of information: hot and cold mediums

### Book Topic: Internet

Digital Darwinism	Evan I. Schwartz	Guide on dealing with the changes the Internet brings about... several years later the advice can be ignored
High St@kes, No Prisoners	Charles H. Ferguson	An entrepreneur discusses going toe-to-toe with industry heavyweights Microsoft and Netscape
Internet Collapses	Bob Metcalfe	Commentaries from one of the industry's key pundits
Net Benefit	Wingham Rowan	Aimed to quantifying the positive impacts of the Internet
Net Gain	John Hagel III, Arthur G. Armstrong	What happens in community development on the Internet... superb read...
New Rules for the New Economy	Kevin Kelly	Former editor of Wired explains the new world
TechnoFutures	James Canton, Ph.D.	Cultural change
The Internet Bubble	Anthony B. Perkins and Michael C. Perkins	Went against the grain of the day... and was right
The Monk and the Riddle	Randy Komisar	Adding value to start-ups during the mania -- from our friend the virtual CEO
The New New Thing	Michael Lewis	Brian candy read that brought a hint of the tech world to millions of readers
The Nudist on the Late Shift	Po Bronson	Very very very enjoyable look at the extreme life of Silicon Valley in the 90s
Weaving the Web	Tim Berners-Lee	Balanced view of how the World Wide Web developed and changed life from its creator

### Book Topic: Investing

Against The Gods	Peter L. Bernstein	The development and rationale behind behavioral finance -- basic reading for any one in investing
Barbarians at the Gate	Burrough and Helyar	The classic saga of the RJR LBO... says as much about Wall Street as anything
Done Deals	Udayan Gupta	Tribute to venture capital heroes of the past several decades
e Boys	Randall E. Stross	Venture capital diary of Benchmark... interesting but not compelling here in 2005
Engines That Move Markets	Alasdair Nairn	Superb superb history of tech manias and a near must-read for anyone wanting to invest in hyper growth markets... probably a tad too much detail for some readers but not me

Title	Author	Pip's Summary
Extraordinary Popular Delusions & the Madness of Crowds & Confusion on de Confusionses	Charles Mackay & Joseph De la Vega	CLASSIC... for evry investor that thinks hyperbolic mkts can last -- they can't
Fooled By Randomness	Nassim Nicholas Taleb	Spotting and taking advantage of when "common wisdom" is just flat-out wrong
Intelligent Investor	Benjamin Graham	One of the key investment thought pieces of all time... would be good required reading as opposed to the CFA exam
Introduction to Logic	Irviing M. Copi	Building blocks for clear thinking which some of the time helps in investing :)
Judgement under uncertainty: Heuristics and biases	Edited by: Daniel Kahneman, Paul Slovic Amos Tversky	Dan Kahneman worked on behavioral psychology for 30+ years and then the mainstream recognized the huge hole his thinking could fill -- won the Nobel prize in economics
Liars Poker	Michael Lewis	The culture of Wall Street during the 1980s... yuck
One Up on Wall Street	Peter Lynch	Basic reading for positive fundamental change pursuants.. Surprising there aren't more of us
The Art of the Start	Guy kawasaki	Superb book about practical business sense organized as a simple easy-to-understand flip thru. Outstanding for those creating or investing in start-ups
The Big Tech Score	Mike Kwatinetz	Simple easy-to-understand flip thru. Outstanding for those creating
The Gorilla Game	Geoffrey Moore	investing in start-ups
The Tao Jones Averages	Bennett W. Goodspeed	Right and left brain thinking... the shortest required reading one would ever imagine
Principals of Corporate Finance	Brealey and Myers	Sits at the side of many investors as a key referenced checked out every few years for one reason or another
<b>Book Topic: Popular</b>		
Code Name Ginger	Steve Kemper	Chronicle of Dean Kamen and the self-balancing Ginger/Segway - - easy easy read
Fountainhead	Ayn Rand	"Selfish" behavior could be explained away using Ayn Rand's character Howard Rourke
Game Over	David Sheff	"How Nintendo Conquered the World" -- mid 70s thru mid 90s look at the development of the gaming market
How Buildings Learn	Stewart Brand	Change and the world of architecture
Joystick Nation	J.C. Herz	One of the gaming classics from one of the emerging superb thinkers
Moneyball	Michael Lewis	All about defying conventional wisdom... this time in major league baseball
Next	Michael Lewis	Weak follow up to The New New Thing
On the Road	Jack Kerouac	Whoa. I can see why its a classic but yikes it was disturbing and depressing. Very much worth the read so long as you can pop a romantic comedy in the dvd player just after
The Road Ahead	Bill Gates	Doesn't go much of anywhere -- paperback edition acknowledged the Internet
The Whole Earth Catalogue	Stewart Brand	The defining "catalogue" that captured the culture and spirit of Silly Valley in the late 60s and early 70s
There Must Be A Pony In Here Somewhere	Kara Swisher	AOL/Time Warner debacle examined
<b>Book Topic: Sci-Fi</b>		
Caves of Steel	Isaac Asimov	Isaac Asimov wrote 440 books during his lifetime... 440... The common message is that robots are a good thing... Developed his famous three rules of robotics
Ender's Game	Orson Scott Card	The future of war with a child hero

Title	Author	Pip's Summary
Fahrenheit 451	Ray Bradbury	The best piece written on censorship
Life, the Universe and Everything	Douglas Adams	I could read Douglas Adams forever and ever ... not quite as good as the Hitchhikers Guide to the Galaxy but what is?
Prey	Michael Crichton	Somewhat goofy ending to a nanotech disaster... hope they don't make a movie but...
Shadow of the Hegemon	Orson Scott Card	Much more than just little children battling for supremacy of the planet... awesome
Snow Crash	Neal Stephenson	Complex interplay between reality and cyberworld... ridiculously imaginative and expanding
Stranger in a Strange Land	Robert A. Heinlein	Human raised on Mars comes to Earth... classic and controversial
The Hitchhiker's Guide to the Galaxy	Douglas Adams	Awesome... they don't make them better than this
The Restaurant at the End of the Universe	Douglas Adams	Superb sequel to Hitchhiker...
The Shockwave Rider	John Brunner	Worms worms worms... excellent
True Names	Vernor Vinge	Includes a forward with expert's thoughts on identity -- a key Vinge theme

### Book Topic: Software

3-Tier Client/Server At Work	Jeri Edwards with Deborah DeVoe	N-tiered architectures explained simply
Code	Lawrence Lessig	How culture is built into software -- superb thinking on a complex topic
Expressive Systems	Richard Pawson	Radical business software
I Sing the Body Electronic	Fred Moody	Wonderful wonderful read of a software development project at Microsoft... great reading for leaders in ANY industry -- hard to get a copy of but will likely be worth the struggle
Just For Fun	Linus Torvalds and David Diamond	How the Linux operating system was developed
Peopleware	Tom DeMarco & Timothy Lister	Absolutely great piece on software development that compliments The Mythical Man Month
The Difference Between God and Larry Ellison	Mike Wilson	More than you probably want to know about Larry Ellison but superb superb piece nonetheless on the database market
The Mythical Man-Month	Frederick P. Brooks, Jr.	Fantastic piece on developing software at IBM for the famous 360 computer in the 1960s -- lessons learned
Inside the Secret Software Power	Gerd Meissner	I lost this book on SAP and wasn't upset.. Simple thumbnail sketch

### Book Topic: Software Open Source

Open Source	Edited by Chris DiBona, Sam Ockman & Mark Stone	Discusses open source issues
Open Source	Donald K. Rosenberg, Ph. D MBA	Open source review
The Cathedral & The Bazaar	Eric S. Raymond	The classic open source advocacy book by Eric Raymond who took on the role of sensible champion

### Book Topic: Software Security

Crypto	Steven Levy	Development of cryptography
Firewalls and Internet Security	William R. Cheswick, Steven M. Bellovin, Aviel D. Ruben	For IT admins or IT admin wannabees
Hacking Exposed	Joel Scambray, Stuart McClure, George Kurtz	A key key key source of security
Secrets & Lies	Bruce Schneier	Maybe the most thoughtful security guru

Title	Author	Pip's Summary
The Resilient Enterprise	Edited by Paul Massiglia and Evan Marcus Veritas Software Corp	How to create appropriate backup architectures
<b>Book Topic: Software Web Services</b>		
Applied .Net	Ronan Sorensen, George Shepherd, John Roberts, Russ Williams	The future of web services when msft was still trumpeting ".NET"
Out of the Box	John Hagel III	Web services, web services, web services
XML Specification Guide	Ian S. Graham & Liam Quin	Solid web services primer
<b>Book Topic: Tech History</b>		
A Brief History of the Future	John Naughton	Chronicles key developments if the Internet -- very easy and enjoyable read
Accidental Empires	Robert X. Cringely	All the egos of the PC age -- easy read
Dealers of Lightning	Michael A. Hiltzik	Xerox PARC at one point had an embarrassingly large number of super talents of the computer and communications world... this is the story of the organization... outstanding
High Noon	Karen Southwick	Sun Microsystem saga
Insanely Great	Steven Levey	The story of the PC revolving around Steve Jobs and Apple
Inside Intel	Tim Jackson	Great great history piece on Intel
Microcosm	George Gilder	One of the most interesting and thorough pieces ever written about how the semiconductor world developed
The Dream Machine	M. Mitchell Waldrop	A tribute to one of the heroes of the PC age... JCR Licklider
The HP Way	David Packard	The story of Hewlett Packard from David Packard's eyes
The Soul of a New Machine	Tracy Kidder	Pulitzer prize winner about actually getting a mini-computer to market...
<b>Book Topic: Technology</b>		
A Brief History of Time	Stephen Hawking	Even with Stephen Hawking's attempts to make this easy I didn't understand much of it at all
City of Light	Jeff Hecht	Very reasonable read of the history of fiber optics and simple explanations of the relevant technology
$E=mc^2$	David Bodanis	Ever wonder what this equation really means and where it came from
Engines of creation	Eric Drexler	Superb 1986 primer for anyone wanting the basics on nanotechnology
Going Mobile	Keri Hayes & Susan Kuchinskas	Wonderful piece describing and explaining successful deployments of wireless technologies
Information Rules	Carl Shapiro and Hal R. Varian	Macchiavelli goes to Silicon Valley and a near must-read for anyone in the technology world... One of my favorites though the authors make no attempt to make it easy
Inside the Tornado	Geoffrey A. Moore	Development of tech products and markets... outstanding... a classic
OnIntelligence	Jeff Hawkins	The inventor of the Palm provides a simple to "get" theory on how the brain works and the implications
Only The Paranoid Survive	Andrew S. Grove	From Intel's chairman -- chronicle of the company's development
Serious Play	Michael Schrage	One of the tech world's best thinkers gets at why it helps to prototype early and often
The Age of Spiritual Machines	Ray Kurzweil	Fun... unless Ray Kurzweil's look at the world head scares the life out of you... his vision of life beyond 2010 is provocative
The Hunt for Zero Point	Nick Cook	Multi-year investigation on the technology behind anti-gravity technology (meaning --> UFOs)

Title	Author	Pip's Summary
The Hype About Hydrogen	Joseph Romm	Review of alternative energy options and a balanced view of the obstacles ahead in getting to a hydrogen economy
The Perfect Store	Adam Cohen	Really enjoyable look at the development of Ebay -- one of the exceptions to the genral rule that dot-coms were poorly though out disasters
Using Sans and NAS	W. Curtis Preston	The differences between storage area networks and network attached storage explained in, well, almost common english
Why Things Bite Back	Edward Tenner	Light but long read on what happens when technology goes awry

## Book Topic: User Experience

Bootstrapping	Thierry Bardini	Superb book on one of "user experience's" extraordinary defenders inside the tech world that has largely disregarded the user in its rush to do really cool things
Customer Driven IT	David Moschella	Talks of a new paradigm where users tell vendors what they want... the thesis is a distant relative of our own thinking excpet we say users have always ACTUALLY been in charge while he thinks it is new
The New Culture of Desire	Melinda Davis	What are the new themes behind how consumers behave
The Digital Economy	Don Tapscott	Classic when written and driver of the Internet culture -- described the opportunities users would gain and how their expectations would shift
The Humane Interface	Jef Raskin	Superb book innumerating basic design flaws in the personal computer user interface with a host of solutions. extremely insightful.
The Inmates Are Running the Asylum	Alan Cooper	Don Norman gets more attention but Alan Cooper's thinking is just as on target... this piece and The Invisible Computer make a nice one-two combination
The Invisible Computer	Donald A. Norman	A classic on user experience from someone who is spending a lifetime understanding it