

Digerati, Glitterati: High-Tech Heroes



Discover the inspiration and motivation of the gifted few. The intellectual power of the high-tech industry is awesome - but so are the egos. To keep people working together productively requires an individual style of management, and at the top of these companies are a new breed of executives. Their attitudes to work create fluid cultures where nothing is sacred and everything is open to challenge. The Digerati Glitterati are a select group of the most admired leaders in this remarkable world. Several have founded great companies, while others have transformed existing organisations into world leaders or blazed entrepreneurial trails for others to follow. Some are just beginning to leave their dynamic individual mark. All have a story to tell and priceless advice to offer. The Digerati Glitterati are: Hermann Hauser, Acorn Andrew Rickman, Bookham Technology Malcolm Miller, Pace Micro Technology Robin Saxby, ARM Gordon Moore, Intel Ulrich Schumacher, Infineon Jorma Ollila, Nokia Sir Clive Sinclair, Sinclair Research Pasquale Pistorio, ST Microelectronics Dick Skipworth, Memec David Potter, Psion Hans Snook, Orange Now, the Digerati Glitterati reveal the inside secrets of what it takes to build great companies. In candid interviews they explain how, why and when they got started, how they conceived the idea for their businesses and sold it to others, what motivated them, what kept them going in adversity and how they overcame their biggest challenges. When they speak, smart people listen.

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