



Secrets of Silicon Valley: What Everyone Else Can Learn from the Innovation Capital of the World

Deborah Perry Piscione

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While the global economy languishes, one place just keeps growing despite failing banks, uncertain markets, and high unemployment: Silicon Valley. In the last two years, more than 100 incubators have popped up there, and the number of angel investors has skyrocketed. Today, 40 percent of all venture capital investments in the United States come from Silicon Valley firms, compared to 10 percent from New York. In *Secrets of Silicon Valley*, entrepreneur and media commentator Deborah Perry Piscione takes us inside this vibrant ecosystem where meritocracy rules the day. She explores Silicon Valley's exceptionally risk-tolerant culture, and why it thrives despite the many laws that make California one of the worst states in the union for business. Drawing on interviews with investors, entrepreneurs, and community leaders, as well as a host of case studies from Google to Paypal, Piscione argues that Silicon Valley's unique culture is the best hope for the future of American prosperity and the global business community and offers lessons from the Valley to inspire reform in other communities and industries, from Washington, DC to Wall Street.

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Melissa says

disclaimer: I only got through half of the book. as someone living in the bay area, it was difficult to get past the author's sweeping generalizations. my fear is someone will pick up the book and take her words to heart. I don't feel like there was any point to her book, it just kind of meandered around. it read like a ghost writer wrote the more technical parts - someone who really knew their stuff could write without making it seem lifted from a textbook.

Victor Gonzalez says

A book with interesting stories about the current Silicon Valley and the initial stage of it. The book make to much emphasis on thee greatness of it and how different actors and institutions contributed. The last 3 chapters feel like a travel guide and are not that interesting.

Overall, is a book about one person perception of the Valley and some historical facts about its creation. I wouldn't make much emphasis on this book.

Barb Wiseberg says

Very interesting book - the book thoroughly explains some of "the magic" behind the success of Silicon Valley, from the roots of Stanford to the top preschools.

Having visited the area last summer, I was able to learn more from this book and look forward to my next visit, along with hearing about future innovations from this area.

Anandh Sundar says

Entrepreneurship is a global craze with startups, startup-incubator, VC backed company exits etc happening at breakneck speed. At these times, one wonders whether we can replicate the famous Silicon Valley model elsewhere. This book does not stop at the business related factors of Silicon Valley but describes lifestyle and culture in abundant detail, thereby earning its 5*. If you ever plan to visit the Valley, read this book first.

Andrew says

I had low expectations of this book, as I thought it would be filled with fluff and non-information. However,

Piscione surprises by presenting a well-written book about Silicon Valley and its unique characteristics, its history, and its optimistic *je ne sais quoi*. Having worked in the Valley, I already knew some of the information; however, much of the history of the Valley was new to me, and very intriguing. Piscione's six years of effort has culminated in a book that, to use parlance of the tech industry, adds value and delivers an excellent review on the nature of innovation and how it came to be centered just south of San Francisco. This is a quick and enjoyable read.

Hal says

An interesting book by a D.C. political staffer who ends up moving to the Silicon Valley and compiles a series of experiences and observations on how it became what it is and how it gets things done on a far different plane from traditional business.

The book covers the history and growth in the area, how the right combination of education, innovation, and even lifestyle convened at the right time to make it the showplace of the world in creativity on a scale that affects our lives daily.

Well worth the time exploring what makes the area different and super successful. How even failure is seen as potential success.

Omkar Pendse says

Besides showcasing some interesting facts about Silicon Valley this book does not unravel any secrets of Silicon Valley. I was quiet disappointed.

The only good part of this book, I now know where to hangout to meet the who's who of the valley.

Liam says

"My uncle, and ex-Wall Street transplant himself, once said to me that when you come to Silicon Valley, you pay for entry into a very expensive country club." (7)

"It would seem that Chinese companies have overtaken the past, but not yet the future of Silicon Valley."
(208)

Gail Lawley says

If you've ever lived in or near Silicon Valley you'll find this book fascinating. I lived there for 20+ years, knew a lot about the valley but learned a lot from reading this. Also found it intriguing that a woman from the D.C. area who moved there expecting to hate it grew to love it. The sharing is something I miss where I live now, also the intelligence in that Valley is unmatched in my experience and is brought out rather well by Ms Piscione.

Libromagno.com says

No doubt, it is the best book that I read in this year. A key book for entrepreneurs that dream to be like the best, managers that want to create innovations in their companies and teams, politicians who look for ways to create cities that transform the world, and of course lovers of a good book.

A woman (Deborah Perry) with knowledge and experience in politics write about innovation, entrepreneurship and the ecosystem of the Silicon Valley, the "city" that is changing our way of acting, networking and create business. Awesome book.

What happens in the Silicon Valley? Can it be replicated? Why are so much innovation there? So many start-ups? so much money? This book answers those questions and so many more.

Ryan Garaygay says

interesting read if you live or plan to in SV or part of innovation community somewhere else. learned a few interesting things.

"business model in SV focuses more on creating value than revenue" resonates well with me and despite the money flowing around it still seems to be true or at least there. the high tolerance to failure is still apparent so if you have crazy ideas that your own community is not buying into, launch them online or move to silicon valley

Lindsay says

Well written and interesting... a very enjoyable read! Piscione does a great job of exploring why and how Silicon Valley has been so successful and profiling the major players and places in the Valley's success. She describes Silicon Valley as an ecosystem of innovation, collaboration, and risk-taking. Personally, I was fascinated to learn how much the lifestyle and culture of Silicon Valley plays into its success.

Amy Nelson says

Really enjoyed reading about this specific area in our country. The author does a great job explaining how the culture is different & the affects it has on innovation. I can only hope that more areas can accomplish this amazing environment.

Lisa Aguilera says

Makes me want to move to Palo Alto. The beginning was motivating and inspirational and great information

for anyone trying to start a business. The second half really slowed down with detailed history of patent law and I found it hard to get through.

Milton says

If you love innovation or are thinking to move to Silicon Valley, this book would be a fantastic for you. This book is part guide, part history of SV, rather than a practical guide to implementing its secrets globally. Author explains how innovation differs from improvement, as it is doing something differently rather than the same thing better.
