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By Jeff Jarvis

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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. That 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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Editorial Review

Amazon.com Review

Who was the original world-changing techno-entrepreneurial innovator? Not Google's Larry and Sergey. Not Steve Jobs. No, to find the man who made the mold, you've got to go back to fifteenth-century Germany to find Johannes Gutenberg. Jarvis portrays the famed inventor as creator of more than just the printing press and the market for Bibles. "Gutenberg," he argues, "should... be seen as the patron saint of Silicon Valley, for he used technology to create an industry." Setting Gutenberg's successes against the real pitfalls he endured, notably his early struggle to amass sufficient capital, Jarvis portrays a bad-boy innovator with a deft, if sometimes heavy hand. He bravely wears his assumptions-- for example, the neutrality of technology-- on his sleeve, and his lesson for techno-dreamers is straightforward. Read your history, Jarvis insists. "Your goal, geeks, is to be more like Gutenberg." --*Jason Kirk*

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