



Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business

Karen Southwick

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A hotbed of activity for far-sighted thinkers and determined doers, the high technology industry has given rise to a pioneering group of entrepreneurs and executives which is not only behind today's most innovative technological advances, but at the forefront of a dynamic new movement in business. Armed with groundbreaking management philosophies and practices, the members of this visionary group are changing the way corporate structures are modeled and altering conventional conceptions of how companies should be run. Having helped their own organizations survive and thrive in a highly competitive, pressure-filled arena, they offer invaluable lessons for executives and managers in all industries. Now, in *Silicon Gold Rush*, their inspirational stories are told and their strategies for success revealed.

Written by Karen Southwick, editor of Upside Magazine's book division, this enlightening behind-the-scenes account spans the gamut of emerging technology management styles, from proven successes such as Cisco Systems to new kids on the block like Crossworlds Software. Providing valuable insights into a myriad of key issues, from nurturing creativity and motivating employees to finding new markets and weathering tough times, *Silicon Gold Rush* examines the *modi operandi* of the technology world's emerging stars and heavyweights.

The book reveals the maverick leadership techniques that are finding their way into mainstream corporate culture with far-reaching consequences. As Southwick points out: "Everywhere you look today, you will see older companies and those in traditional industries adopting the organizational structures, business strategies, and operational methods of the Silicon Valley gang. . . . [These] technology companies are changing more than the markets in which they operate, they are transforming the way America does business." Along with an overview of the high-tech environment, *Silicon Gold Rush* delivers in-depth coverage of the changing role of the high-tech CEO, the growing importance of the customer in the development and marketing processes of technology companies, the essentials of internal corporate organization, and the increasing frequency of mergers and alliances.

To illustrate the dynamics of the technology industry that make it so exciting and instructive to watch-the scramble for financing, the feverish move of product from design to delivery, the constant risk of failure-it tracks the progress of CrossWorlds Software Inc., a start-up venture headed up by Katrina Garnett, founder and chief executive. Delivering insider analysis of the thinking and motivations that drive today's cyber-Powerhouses, this eye-opening volume presents illuminating interviews with more than twenty trailblazing CEOs and senior executives, including Yahoo!'s Tim Koogle, 3Com's Eric Benhamous, PeopleSoft's Dave Duffield, Cisco's John Chambers, and Novell's Eric Schmidt.

A one-of-a-kind book that delves into the management ideas and strategies of high-tech leaders who are "rewriting the rules of business," *Silicon Gold Rush* is essential reading for anyone-in any industry-seeking the inside track on contemporary business transformations.



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