



Ruling the Waves: Cycles of Discovery, Chaos, and Wealth, from the Compass to the Internet

Debora L. Spar

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The high-tech bubble seems to have burst-or has it? Knowing where you are in the business cycle is crucial. Historical perspective helps, and so does keen analysis. Ruling the Waves offers both.

Debora Spar begins the historical context with pirate tales. Jean Lafitte's domination of the seas and Rupert Murdoch's domination of the British airwaves with BskyB have much in common. Tales of the telegraph and radio help you understand the natural evolution of Microsoft, the trials of the codemakers who fought the U.S. government to protect Internet privacy, and the revolutionary rap stars who challenged the record industry. Great stories of quirky pioneers and their roller-coaster rides make this the one book that you need to become an expert on the path of future innovations and the natural development from idea to market in a changing world.

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