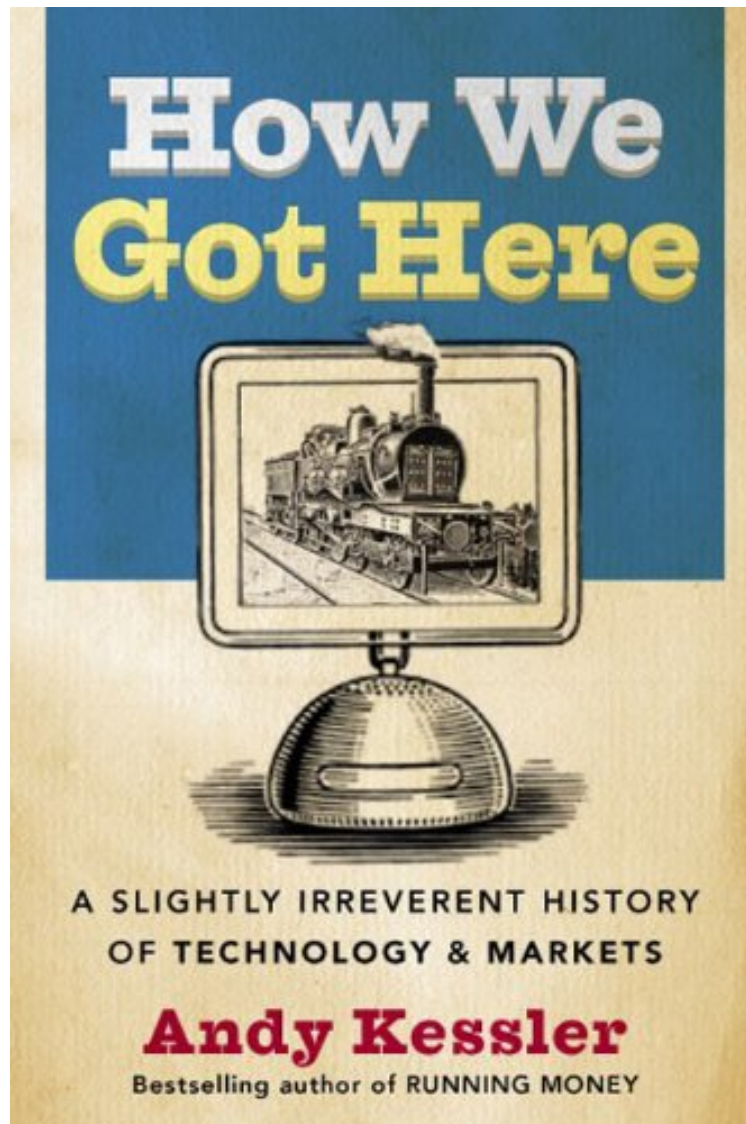


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## How We Got Here: A History of Technology and Markets

*Andy Kessler*

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**Andy Kessler : How We Got Here: A History of Technology and Markets** before purchasing it in order to gage whether or not it would be worth my time, and all praised How We Got Here: A History of Technology and Markets:

2 of 2 people found the following review helpful. Great Primer on the American EconomyBy Texas JoeMr. Kessler weaves a fantastic narrative describing how technology and markets grew separately and together to create the engine for the dramatic economic material advancement of the modern western world. With the way politicians talk about Wall Street today you would think exchanges and the traders are sucking all the productive capacity out of the labor force, when in fact, those exchanges provide the fuel to allow innovation to realize its massive potential by enabling

many investors, small and large, to pull their resources together (and share the risk) to fund very large development and production initiatives. I highly recommend this book to anyone interested in factors that enable productivity growth at the macro level. 1 of 1 people found the following review helpful. An easy to read history of the development of modern technology since 1600. By John Larue An easy to read history of the development of modern technology since 1600. One does not have to agree entirely with the author's thesis to enjoy this book. 1 of 1 people found the following review helpful. Great summary of the history of technology By Dan Dahle I found the book easy to read and full of factually based explanations for many of the technologies we take for granted originated.

Best-selling author Andy Kessler ties up the loose ends from his provocative book, *Running Money*, with this history of breakthrough technology and the markets that funded them. Expanding on themes first raised in his tour de force, *Running Money*, Andy Kessler unpacks the entire history of Silicon Valley and Wall Street, from the Industrial Revolution to computers, communications, money, gold and stock markets. These stories cut (by an unscrupulous editor) from the original manuscript were intended as a primer on the ways in which new technologies develop from unprofitable curiosities to essential investments. Indeed, *How We Got Here* is the book Kessler wishes someone had handed him on his first day as a freshman engineering student at Cornell or on the day he started on Wall Street. This book connects the dots through history to how we got to where we are today.

From Publishers Weekly This pasted-together romp through 300-odd years of technological advancement and financial development reads as it is billed: material cut from the manuscript of Kessler's 2004 book, *Running Money*. Per the brief foreword, Kessler's aim is to provide a list of "five simple creeds" that have helped him "explain the explainable" and "peer into the fog of the future": lower prices drive wealth; intelligence moves to the edge of the network; horizontal beats vertical; capital sloshes around seeking its highest return; and the military drives commerce and vice versa. His proof is delivered in a whirlwind tour of the industrial and digital revolutions. The first half of the book is a game of hopscotch through the Industrial Revolution and the evolution of early capital markets. The second half tells the story of the computer era and the growth of today's capital markets. Sandwiched between the two is an oddly abbreviated two-chapter section, 10 pages in all, that covers the development of the telegraph, telephone and power generation. Kessler returns to his "simple creeds" here and there, but the only real unifying force is hokey, techy wisecracks. The result is rehashed history often bewilderingly unconnected in theme and chronology, though many individual anecdotes are well told. (June) Copyright © 2005 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author After turning \$100 million into \$1 billion riding the technology wave of the late 1990s, Andy Kessler recounted his experiences on Wall Street and in the trenches of the hedge fund industry in the books *Wall Street Meat* and *Running Money* (and its companion volume, *How We Got Here*). Though he has retired from actively managing other people's money, he remains a passionate and curious investor. Unable to keep his many opinions to himself, he contributes to the *Wall Street Journal*, *Wired*, and lots of Web sites on a variety of Wall Street and technology-related topics, and is often seen on CNBC, FOX, and CNN. He lives in Silicon Valley like all the other tech guys.