

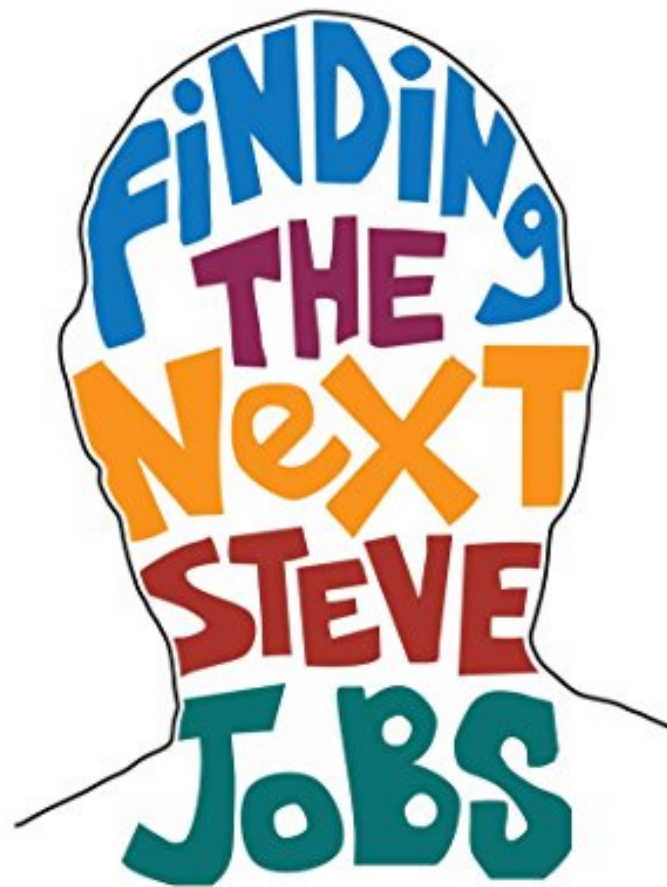
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Finding the Next Steve Jobs: How to Find, Keep, and Nurture Talent

Nolan Bushnell, Gene Stone
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"An absolutely invaluable book by the founder of Atari, and the man who launched Steve Jobs's career." —Walter Isaacson, author of *Steve Jobs*

Nolan Bushnell with Gene Stone



How to Find, Keep, and Nurture Talent

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Nolan Bushnell, Gene Stone : Finding the Next Steve Jobs: How to Find, Keep, and Nurture Talent before purchasing it in order to gauge whether or not it would be worth my time, and all praised Finding the Next Steve Jobs: How to Find, Keep, and Nurture Talent:

2 of 2 people found the following review helpful. Just like the old days By Karl R. Schuck I was a very early employee of Atari (nee Syzygy) In fact, I put the lettering on the very first pong to go out the door on a Beta test. They were fun,

but scary times. Seemed like we were forever in danger of collapse. I learned the business lesson that fast growth is dangerous growth--very risky. Nolan's anecdotes are interesting, and I'm glad he's been up front about some of his hiring failures, as well as great successes. We certainly had our share of dolts and thieves, but they never lasted too long. Above all, Nolan IS fun to work for and I wouldn't have missed those years, or this book, for anything.

2 of 2 people found the following review helpful. Great Book On Silicon Valley By Jan Sollish I bought this book because, although am not in a tech industry, I do work in Silicon Valley. I am always looking for insights into the people I deal with. Many books (with the exception of Steve Jobs biography) have been very boring. Not so with Nolan Bushnell's book. FIVE STARS! Mr. Bushnell has written a well crafted and fascinating look into a world few of us know. Each chapter is a "sound bite"...short (2-3 pages) but packed with interesting facts about companies we all are familiar with. Not only that, the very subject of creativity begs to be explored. And, apparently Mr. Bushnell, has dedicated much of his life to finding creative individuals, much like himself, and opening doors for them to explore their dreams and our present and future. I bought this book for my three administrators. I would hope anyone involved with creative people will pick up this book. We seem to have lost the deep and abiding respect, hope and faith in the creative individual. It is so good to know that there are powerful people like Mr. Bushnell who are also ethical, empathetic, in touch with humanity and humorous! Buy this book!

6 of 7 people found the following review helpful. Fun reading, perhaps with some useful ideas for businesses that want to encourage innovation. By Esther Schindler If you want to study accomplishment, someone once told me, don't look only at the creative individual's life and choices. Look at the person's parents' background, because those people likely established an environment that permitted (if not inspired) the freedom to think differently. (Which is not to say that parents get the credit, but rather that they enabled the creativity, intentionally or otherwise.) If that's so, then it also makes sense to look at the attitudes of creative people's mentors, too -- and top on the list has to be Nolan Bushnell. I think Bushnell is less-well-known to younger techies and entrepreneurs, and that's a damned shame. He founded and/or ran several companies that blazed new paths and did the unexpected, most prominently Atari and Chuck E Cheese -- as well as quite a few that didn't succeed, about which he is more candid than most. That alone would make his business advice worth listening to. In this context, however, Bushnell is the most interesting (or marketable?) because of his impact on the young Steve Jobs, when Jobs (and then Woz) came to work at Atari. Bushnell saw Jobs' skills (and his weaknesses, too) and took the kid under his wing, creating a lifelong relationship in which they clearly inspired one another. And, as Bushnell writes, "The truth is that very few companies would hire Steve, even today. Why? Because he was an outlier. To most potential employers, he'd just seem like a jerk in bad clothing. And yet a jerk in bad clothing can be exactly the right guy to give your company the highest market capitalization in the world." In this book, therefore, Bushnell shares snippets of advice -- he calls them "pongs" -- that can help a business identify and foster the creative talent within the organization. Most are short chapters with both anecdotes and specific suggestions, making them easily consumable, a little at a time, for people with busy lives (doing creative things, I assume). There's advice on everything from hiring interviews to finding creatives (via Twitter!) to "instituting a degree of anarchy" to requiring risk (and "rewarding turkeys"). So, for example, Bushnell suggests one way to make it harder for a company to say No is to make people responsible for their criticism, because those with the most authority in a go/no-go decision "tend to be the ones who can analyze it least intelligently." One way, he says, is to set a rule that objections must be written down. For one thing, it forces the critic to be specific: "If the worst part of an idea is its cost, writing down actual numbers forces people to be more precise," Bushnell says, and it lets the idea's creator rebut or investigate the options. The pongs make for outstanding reading, but I reluctantly withhold a fifth star because I'm not completely sure who will read this book. Certainly it's not the people whom we would agree NEED to read it, such as all the "We've always done it this way" bean-counter-led organizations that... well, I'm sure you've worked for a few of them, too. If you're trapped in one of those businesses, trying to break out, I worry that you'll just get depressed. The book is great reading for businesspeople who already are thinking in terms of fostering creativity, but I wonder how much of the advice will be really NEW. I absolutely enjoyed the book -- as much for the geeky nostalgia about what it took to create a gaming company in the 70s and 80s, when microcomputers were spawning a revolution. I think some of his ideas are great, and I hope your company adopts them. But even if it doesn't, you'll enjoy reading this.

From the legendary founder of Atari and Chuck E. Cheeser's and Steve Jobs's first boss, the secrets to finding, hiring, keeping, and nurturing creative talent. The business world is changing faster than ever, and every day your company faces new complications and difficulties. The only way to resolve these issues is to have a staff of wildly creative people who live as much in the future as the present, who thrive on being different, and whose ideas will guarantee that your company will prosper when other companies fail. A celebrated visionary and iconoclast, Nolan Bushnell founded the groundbreaking gaming company Atari before he went on to found Chuck E. Cheeser's and two dozen other companies. He also happened to launch the career of the late Steve Jobs, along with those of many other brilliant creatives over the course of his five decades in business. With refreshing candor, keen psychological insight, and robust humor, Bushnell explains in *Finding the Next Steve Jobs* how to think boldly and differently about companies and organizations—and especially the people who work within them. For

anyone trying to turn a company into the next Atari or Apple, build a more creative workforce, or fashion a career in a changing world, this book will enlighten, challenge, surprise, and amuse.

Bushnell's advice often seems counterintuitive. Who would want to "hire the obnoxious," "ignore the credentials," "celebrate failure," and "encourage ADHD?" But as Bushnell's book progresses, he offers a concept of a workplace that encourages bold behavior and stimulates employees' minds (Fortune.com)An absolutely invaluable book by the founder of Atari and the man who launched Steve Jobs' career (Walter Isaacson, author of Steve Jobs)The man who helped give a generation the game of Pong now gives a new generation a series of pongs for their careers. Nolan Bushnell's book is a spirited and insightful road map for anyone trying to navigate the new world of work. (Daniel H. Pink, author of To Sell is Human, A Whole New Mind and Drive)Nolan is a genius, and a generous one, too. Like most geniuses who share their secrets, his secrets are simple, and available to anyone with the guts to listen. (Seth Godin, author of The Icarus Deception)"Finding the Next Steve Jobs," written [by Nolan Bushnell] with Gene Stone, is basically a business primer challenging corporate America to loosen up and find its inner child, or to hire people who haven't lost sight of theirs. (WallStreetJournal.com)About the AuthorNolan Bushnell is a technology pioneer, entrepreneur, and engineer. Often cited as the father of the video-game industry, he is best known as the founder of Atari Corporation and Chuck E. Cheese's Pizza Time Theatre. His new company, Brainrush, draws on the latest developments in brain science to improve the educational process. He lives in Los Angeles.Gene Stone, a former book, magazine, and newspaper editor for such companies as the Los Angeles Times, Esquire, Harcourt Brace, and Simon Schuster, has ghostwritten thirty books (many of which were New York Times bestsellers) for a wide range of people in many different fields. Stone has also written numerous titles under his own name, including The Secrets of People Who Never Get Sick, which has been translated into more than twenty languages; the New York Times bestseller Forks Over Knives; and The Watch, the definitive book on the wristwatch.