

AC/DC : The Savage Tale of the First Standards War pdf

Tom McNichol

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DESCRIPTION OF THE BOOK AC/DC : THE SAVAGE TALE OF THE FIRST STANDARDS WAR

Long before there was VHS versus Betamax, Windows versus Macintosh, or Blu-Ray versus HD-DVD, the first and nastiest standards war was fought between alternating current (AC) and direct current (DC). AC/DC tells the little-known story of how Thomas Edison bet wrong in the fierce war between supporters of alternating current and direct current. The savagery of this electrical battle can hardly be imagined today. The showdown between AC and DC began as a rather straightforward conflict between technical standards, a battle of competing methods to deliver essentially the same product, electricity. But the skirmish soon metastasized into something bigger and darker. In the AC/DC battle, the worst aspects of human nature somehow got caught up in the wires: a silent, deadly flow of arrogance, vanity, and cruelty. Following the path of least resistance, the war of currents soon settled around the most primal of human emotions: fear. AC/DC serves as an object lesson in bad business strategy and poor decision making. Edison's inability to see his mistake was a key factor in his loss of control over the "operating system" for his future inventions--not to mention the company he founded, which would later become General Electric. The battle over whether alternating or direct current would be the standard for transmitting electricity around the world changed the lives of billions of people, shaped the modern technological age, and set the stage for all standards wars to follow. Today's Digital Age wizards can take lessons from Edison's fierce battle: control an invention's technical standard and you control the market.

AC/DC: THE SAVAGE TALE OF THE FIRST STANDARDS WAR: TOM

AC/DC: The Savage Tale of the First Standards War [Tom McNichol] on Amazon.com. *FREE* shipping on qualifying offers. AC/DC tells the little-known story of how Thomas Edison wrongly bet in the fierce war between supporters of alternating current and direct current. AC/DC: The Savage Tale of the First Standards Battle. It gives the history of electricity. The battle between Edison who advocated DC and Tessa and Westinghouse who advocated AC takes up the bulk of the book. AC/DC: The Savage Tale of the First Standards War by Tom McNichol AC/DC tells the little-known story of how Thomas Edison bet wrong in the fierce war between supporters of alternating current and direct current. AC/DC tells the little-known story of how Thomas Edison wrongly bet in the fierce war between supporters of alternating current and direct current. The savagery of this electrical battle can hardly be imagined today. By Tom McNichol. AC/DC tells the

little-known tale of ways Thomas Edison wrongly wager within the fierce battle among supporters of alternating present and direct present. Ac/dc the savage tale of the first standards war Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. If you continue browsing the site, you agree to the use of cookies on this website. In browsing my local bookstore recently, I ran across a book that describes the first ever standards battle. The book is AC/DC, The Savage Tale of the First Standards War by Tom McNichol (Jossey. Find helpful customer reviews and review ratings for AC/DC: The Savage Tale of the First Standards War at Amazon.com. Read honest and unbiased product reviews from our users. A little more than 100 years ago, two titans of industry faced off in one of the most vicious battles the marketplace had ever seen. On one side, Thomas Edison, inventor extraordinaire, the creator AC/DC: The Savage Tale of the First Standards War. 11:56 am 14 November 2014. Electricity and magnetism have always possessed a certain "wow" factor. Science. It is read in order to read the Read PDF AC/DC: The Savage Tale of the First Standards War Online do not disturb at the time wherever you are now on our website provide the book AC/DC: The Savage Tale of the First Standards War PDF Download with PDF forms are easier for you to read on a tablet that you have a fairly simple right. Get this from a library! AC/DC : the savage tale of the first standards war. [Tom McNichol] -- AC/DC tells the little-known story of how Thomas Edison wrongly bet in the fierce war between supporters of alternating current and direct current.

AC/DC: THE SAVAGE TALE OF THE FIRST STANDARDS WAR BY TOM MCNICHOL

AC/DC tells the little-known story of how Thomas Edison bet wrong in the fierce war between supporte Long before there was VHS versus Betamax, Windows versus Macintosh, or Blu-Ray versus HD-DVD, the first and nastiest standards war was fought between alternating current (AC) and direct current (DC). AC/DC tells the little-known story of how Thomas Edison wrongly bet in the fierce war between supporters of alternating current and direct current. The savagery of this electrical battle can hardly be imagined today. Spider-Man VS Savage Hulk In A DC VS Marvel MUGEN Edition Match / Battle / Fight Table of contents for AC/DC : the savage tale of the first standards war / Tom McNichol. Bibliographic record and links to related information available from the Library of Congress catalog. Note: Contents data are machine generated based on pre-publication provided by the publisher. ac/dc the savage tale of the first standards war ac/dc the savage tale of the first standards war pdf tom mcnichol ac/dc the savage tale of the first standards war ac dc the savage pdf war of the currents - wikipediaphil rudd - wikipediahome - wits universitycontinental Editions for AC/DC: The Savage Tale of the First Standards War: 0787982679 (Hardcover published in 2006), 1433244705 (Audio CD published in 2008), 143324... Tom McNichol San Francisco writer He is the author of Barking at Prozac (Crown Publishing) and AC/DC: The Savage Tale of the First Standards War (Jossey Bass). AC DC: The Savage Tale of the First Standards War ffirs.qxp 7/15/06 8:45 PM Page iii AC/DC The Savage Tale of the First Standards War Tom McNichol ftoc.qxp 7/15/0... Textbook of Electrical Technology: AC and DC Machines AC/DC is an intoxicating mix of technological and business history that draws clear parallels to current day standards battles in software and electronics. Topsy was born in the wild around 1875 in Southeast Asia and was captured soon after by elephant traders. Adam Forepaugh, owner of the Forepaugh Circus, had the elephant secretly smuggled into the United States with plans that he would advertise the baby as the first elephant born in America.

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