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Gutenberg the Geek (2012) examines the life and business of Johannes Gutenberg, inventor of the printing press, and, by drawing numerous parallels between him and modern Silicon Valley entrepreneurs, explains how he was a pioneer of tech entrepreneurship.

Gutenberg the Geek by Jeff Jarvis - Blinkist

Awhile back, our CEO Jim Raffel saw a post by Jeff Jarvis on Google+ announcing the release of his Kindle single "Gutenberg The Geek" (Amazon affiliate link via JimRaffel.com). At ColorMetrix, we develop color verification software for the printing industry so reading this book was like natural instinct.

A review of "Gutenberg the Geek" - A true print geek ...

This Kindle single provides a short history of Gutenberg's invention of the printing press, drawing parallels between his initial business and how the printing press revolutionized every area of human endeavor and Silicon Valley tech start-ups and how we are currently going through a similar revolution with the Internet.

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In a post-Gutenberg move, Jarvis published his brief book on Gutenberg in an all digital format, as \$0.99 Kindle Single. And rather than go the traditional historical or biographical route (primary sources, lots of footnotes, etc. etc.), Jarvis chose to rely on a few well-known secondary sources while spending his energy (and digital pages) interpreting Gutenberg's work and life through modern eyes.

"Gutenberg the Geek" | Technology and Learning

In the video below, tech entrepreneur and author Jeff Jarvis discusses his recent Kindle Single Gutenberg the Geek, and what Gutenberg has to teach us about entrepreneurship today. We asked Jarvis ...

Gutenberg, the Original Tech Geek: Jeff Jarvis LIVE on Big ...

This Kindle single provides a short history of Gutenberg's invention of the printing press, drawing parallels between his initial business and how the printing press revolutionized every area of human endeavor and Silicon Valley tech start-ups and how we are currently going through a similar revolution with the Internet.

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