

## Softwar An Intimate Portrait Of Larry Ellison And Oracle Matthew Symonds

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With a new and expanded epilogue for the paperback edition that tells the story behind Oracle's epic struggle to win control of PeopleSoft, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...  
True to its subtitle Softwar does indeed deliver an 'intimate portrait' of billionaire business leader Larry Ellison. Unfortunately, although the book is enthralling and features an incredibly interesting format including written responses by Ellison to points raised by Symonds, it falls short in two important areas for biographies.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...  
Softwar - an intimate portrait of Larry Ellison and Oracle by Symonds, Matthew; Ellison, Larry

Softwar - an intimate portrait of Larry Ellison and Oracle  
Softwar: An Intimate Portrait of Larry Ellison and Oracle, Paperback by Symonds, Matthew; Ellison, Larry, ISBN 0743225058, ISBN-13 9780743225052, Brand New, Free shipping in the US A history of the computer company Oracle identifies the events and sometimes controversial choices that contributed to its rise to one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals, and complemented by additional notes by the company's ...

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Softwar : an intimate portrait of Larry Ellison and Oracle / Matthew Symonds with commentary by Larry Ellison. p. cm. 1. Ellison, Larry. 2. Oracle Corporation History. 3. Computer software industry United States History. 4. Businessmen United States--Biography. I. Ellison, Larry. II. Title.

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Softwar: An Intimate Portrait of Larry Ellison and Oracle author: Matthew Symonds, Larry Ellison: pages: 528: publisher: Simon & Schuster: rating: 7/10: reviewer: Alex Moskaliyuk: ISBN: 074322504X : summary: insight of Larry Ellison and his corporate identity known as Oracle Corp.

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Softwar: An Intimate Portrait of Larry Ellison and Oracle Paperback – Sept. 7 2004 by Matthew Symonds (Author), Larry Ellison (Commentary) 4.0 out of 5 stars 59 ratings See all 11 formats and editions

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...  
Larry's footnotes, which counter, clarify or expand on the authors passages are a unique and worthwhile addition - adding credibility to this title. 'Softwar' comprehensively covers both the business of Oracle and offers a surprisingly intimate view of Larry's life and thinking.

Buy Softwar: An Intimate Portrait of Larry Ellison and ...  
At the same time, Matthew Symonds presents a balanced portrait of the man who admits in his footnotes to making some mistakes, but who also demonstrates a keen intellect, foresight and a sense of humor 'Softwar' is an extraordinary book about an extraordinary man and his enterprise - a must read for those who want to be inspired and have a better understanding of business, technology and human nature.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...  
The result of more than a hundred hours of interviews and many months spent with Ellison, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life.

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Softwar: An Intimate Portrait of Larry Ellison and Oracle ...  
Softwar - an intimate portrait of Larry Ellison and Oracle. [Matthew Symonds; Larry Ellison] -- "In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry.

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In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry. The company he cofounded and runs, Oracle, is the number one business software company; perhaps even more than Microsoft's, Oracle's products are essential to today's networked world. But Oracle is as controversial as it is influential, as feared as it is revered, thanks in large part to Larry Ellison. Though Oracle is one of the world's most valuable and profitable companies, Ellison is not afraid to suddenly change course and reinvent Oracle in the pursuit of new and ever more ambitious goals. Softwar examines the results of these shifts in strategy and the forces that drive Ellison relentlessly on. In Softwar, journalist Matthew Symonds gives readers an exclusive and intimate insight into both Oracle and the man who made it and runs it. As well as relating the story of Oracle's often bumpy path to industry dominance, Symonds deals with the private side of Ellison's life. From Ellison's troubled upbringing by adoptive parents and his lifelong search for emotional security to the challenges and opportunities that have come with unimaginable wealth, Softwar gets inside the skin of a fascinating and complicated human being. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the recklessness that have made Ellison a legend. The result of more than a hundred hours of interviews and many months spent with Ellison, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life. Despite his closeness to Ellison, Matthew Symonds is a candid and at times highly critical observer. And in perhaps the book's most unusual feature, Ellison responds to Symonds's portrayal in the form of a running footnoted commentary. The result is one of the most fascinating business stories of all time.

A history of the computer company Oracle identifies the events and sometimes controversial choices that contributed to its rise to one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals, and complemented by additional notes by the company's co-founder and chief executive. Reprint. 20,000 first printing.

A history of the computer company Oracle chronicles its rise to become one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals.

Karen Southwick's unauthorized account provides the full story of Larry Ellison's brilliant, controversial career. Ellison's drive and fierce ambition created Oracle out of the dust and built it into one of America's great technology companies, but his unpredictable management style keeps it constantly on the edge of both success and disaster. The hostile bid for PeopleSoft is just the most recent example. With one clever strategic move, Larry Ellison threw much of the business software field into play. The saying "It's not enough that I succeed, everyone else must fail" has been so often used by or associated with Ellison that most people think it originated with him. It's actually attributed to Genghis Khan, but it's a dead-on way to describe not only the way Ellison thinks about competitors but the way he runs Oracle. His weapons are not marauding hordes, but Oracle's possession of database technology that is crucial for keeping mission-critical information flows working at thousands of organizations, corporations, nonprofits, and government agencies. Inside Oracle, Ellison has time and again systematically purged key operating, sales, and marketing people who got too powerful for his comfort. Most notable was Ray Lane, Oracle's president for nine years, who was widely credited with bringing order out of the chaos that was Oracle in the early nineties and growing it into a ten billion dollar company. Ellison got rid of the one key person who was building confidence with Wall Street, business partners, and customers that Oracle was no longer flying by the seat of its pants and had its act together. Ellison's mania for absolute control and his inability to coexist with the very lieutenants who bring much-needed stability to the company have brought Oracle to the brink of collapse before, and may well do it again. Ellison is a throwback to an earlier, much more free-wheeling version of capitalism, the kind practiced by the nineteenth-century robber barons who ran their companies as private fiefdoms. Larry Ellison is one of the most intriguing and dominant leaders of a major twenty-first-century corporation, and Everyone Else Must Fail raises the question of whether Oracle's products and the reliance placed in them by so many are too important to be subject to the whims of one man. While giving credit to Ellison's brilliance and devotion, the book sounds a warning about an ingenious man's tendency to be his own company's worst enemy.

Over its venerable history, Hadrian's Wall has had an undeniable influence in shaping the British landscape, both literally and figuratively. Once thought to be a soft border, recent research has implicated it in the collapse of a farming civilisation centuries in the making, and in fuelling an insurgency characterised by violent upheaval. Examining the everyday impact of the Wall over the three centuries it was in operation, Matthew Symonds sheds new light on its underexplored human story by discussing how the evidence speaks of a hard border scything through a previously open landscape and bringing dramatic change in its wake. The Roman soldiers posted to Hadrian's Wall were overwhelmingly recruits from the empire's occupied territories, and for them the frontier could be a place of fear and magic where supernatural protection was invoked during spells of guard duty. Since antiquity, the Wall has been exploited by powers craving the legitimacy that came with being accepted as the heirs of Rome: it helped forge notions of English and Scottish nationhood, and even provided a model of selfless cultural collaboration when the British Empire needed reassurance. It has also inspired creatives for centuries, appearing in a more or less recognisable guise in works ranging from Rudyard Kipling's Puck of Pook's Hill to George R. R. Martin's A Game of Thrones. Combining an archaeological analysis of the monument itself and an examination of its rich legacy and contemporary relevance, this volume presents a reliable, modern perspective on the Wall.

A recent Forbes listed Ellison as the fifth richest man in the world, and the second richest active player (behind Gates) in the technology world. Oracle Corporation, of which he is founder and CEO, is the fastest-growing software database company in the world, and the darling of technology investors. If you withdraw cash from an ATM, make an airline reservation, hook up your TV to the Internet, then you're using Oracle. All of this makes Ellison the man investors, techies, and people-in-the-know want to know more about. The ultimate self-made man, Ellison began Oracle with a \$1,200 investment and doubled its sales in eleven of its first twelve years. But he's a ruthless businessman who has used misdirection and half-truths to create one of the great high-tech success stories. He is also a daredevil sportsman with a 78-foot yacht, a number of fast jets, and beautiful women on his arm. If Gates is the nerd-king of the Valley, Ellison is its Warren Beatty. Mike Wilson has interviewed more than a hundred of Ellison's friends and enemies as well as Ellison himself to create an entertaining and provocative portrait of this enigmatic and visionary businessman.

The Roman army enjoys an enviable reputation as an instrument of waging war, but as the modern world reminds us, an enduring victory requires far more than simply winning battles. When it came to suppressing counterinsurgencies, or deterring the depredations of bandits, the army frequently deployed small groups of infantry and cavalry based in fortlets. This remarkable installation type has never previously been studied in detail, and shows a new side to the Roman army. Rather than displaying the aggressive uniformity for which the Roman military is famous, individual fortlets were usually bespoke installations tailored to local needs. Examining fortlet use in north-west Europe helps explain the differing designs of the Empire's most famous artificial frontier systems: Hadrian's Wall, the Antonine Wall, and the Upper German and Raetian limites. The archaeological evidence is fully integrated with documentary sources, which disclose the gritty reality of life in a Roman fortlet.

The financial crisis is just beginning for retail institutions. Ninety to ninety-five per cent of bank transactions are executed electronically today. The Internet, ATMs, call centres and smartphones have become mainstream for customers. But banks still classify these as alternative channels and maintain an organisation structure where Branch dominates thinking. Continued technology innovations. Web 2.0, social networking, app phones and mobility are also stretching traditional banking models to the limit. BANK 2.0 reveals why customer behaviour is so rapidly changing, how branches will evolve, why cheques are disappearing, and why your mobile phone will replace your wallet all within the next 10 years.

Expanded to include the behind-the-scenes story of the 34th America's Cup and Team USA's incredible comeback Down eight-to-one in the 34th America's Cup in September 2013, Oracle Team USA pulled off a comeback for the ages, with eight straight wins against Emirates Team New Zealand. Julian Guthrie's The Billionaire and the Mechanic tells the incredible story of how a car mechanic and one of the world's richest men teamed up to win the world's greatest race. With a lengthy new section on the 34th America's Cup, Guthrie also shows how they did it again. The America's Cup, first awarded in 1851, is the oldest trophy in international sports. In 2000, Larry Ellison, co-founder and billionaire CEO of Oracle Corporation, decided to run for the prize and found an unlikely partner in Norbert Bujarin, a car mechanic and Commodore of the blue-collar Golden Gate Yacht Club. After unsuccessful runs for the Cup in 2003 and 2007, they won for the first time in 2010. With unparalleled access to Ellison and his team, Guthrie takes readers inside the building process of these astonishing boats and the lives of the athletes who race them and throws readers into exhilarating races from Australia to Valencia.

NEW YORK TIMES BESTSELLER [ ] The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone's business. "The gold standard on how to use business as a platform for change at this urgent time."—Ray Dalio, founder of Bridgewater Associates and author of Principles: Life and Work What's the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In Trailblazer, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, Trailblazer reveals how anyone can become an agent of change. Praise for Trailblazer "A guide for what every business and organization must do to thrive in this period of profound political and economic change."—Jamie Dimon, chairman and CEO of JPMorgan Chase "In Trailblazer, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change."—Susan Wojcicki, CEO of YouTube

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