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# The Man Behind the Microchip: Robert Noyce and the Invention of Silicon Valley

*Leslie Berlin*

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**The Man Behind the Microchip: Robert Noyce and the Invention of Silicon Valley** Leslie Berlin
Hailed as the Thomas Edison *and* Henry Ford of Silicon Valley, Robert Noyce was a brilliant inventor, a leading entrepreneur, and a daring risk taker who piloted his own jets and skied mountains accessible only by helicopter. Now, in *The Man Behind the Microchip*, Leslie Berlin captures not only this colorful individual but also the vibrant interplay of technology, business, money, politics, and culture that defines Silicon Valley.
Here is the life of a giant of the high-tech industry, the co-founder of Fairchild Semiconductor and Intel who co-invented the integrated circuit, the electronic heart of every modern computer, automobile, cellular telephone, advanced weapon, and video game. With access to never-before-seen documents, Berlin paints a fascinating portrait of Noyce: he was an ambitious and intensely competitive multimillionaire who exuded a "just folks" sort of charm, a Midwestern preacher's son who rejected organized religion but would counsel his employees to "go off and do something wonderful," a man who never looked back and sometimes paid a price for it. In addition, this vivid narrative sheds light on Noyce's friends and associates, including some of the best-known managers, venture capitalists, and creative minds in Silicon Valley. Berlin draws upon interviews with dozens of key players in modern American business--including Andy Grove, Steve Jobs, Gordon Moore, and Warren Buffett; their recollections of Noyce give readers a privileged, first-hand look inside the dynamic world of high-tech entrepreneurship.
A modern American success story, *The Man Behind the Microchip* illuminates the triumphs and setbacks of one of the most important inventors and entrepreneurs of our time.

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