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**The Idea Factory:** Bell Labs and the Great Age of American Innovation is a 2012 book by Jon Gertner that describes the history of Bell Labs, the research and development wing of AT&T, as well as many of its eccentric personalities, such as Claude Shannon and William Shockley. It is Gertner's first published book. Reception

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*The Idea Factory: Bell Labs and the Great Age*  
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Bell Labs combined the best aspects of the academic and corporate worlds, hiring the brightest and usually the youngest minds, creating a culture and even an architecture that forced employees in different fields to work together, in virtually complete

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intellectual freedom, with little pressure to create moneymaking innovations.

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The Idea Factory is a well written presentation of what happened in Bell Laboratories in its early and middle lifetime. The author has captured the view from within the Lab and has presented a history that is in many ways presented in a manner in which the Lab people would have wanted it presented.

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Free download or read online The Idea Factory: Bell Labs and the Great Age of American Innovation pdf (ePUB) book. The first edition of the novel was published in March 15th 2012, and was written by Jon Gertner. The book was published in multiple languages including English, consists of 432 pages and is available in Hardcover format.

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Since 2003 he has worked mainly as a feature writer for The New York Times Magazine. His first book, *The Idea Factory: Bell Labs and the Great Age of American Innovation*, was a New York Times bestseller. A frequent lecturer on technology and science history, Gertner lives with his family in New Jersey.

*Jon Gertner - Author of The Ice at the End of the World ...*

From the transistor to the laser, from digital communications to cellular telephony, it's hard to find an aspect of modern life

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