



CulturesSiliconValley

By J. English-Lueck

Stanford University Press. Paperback. Book Condition: New. Paperback. 201 pages. Dimensions: 9.0in. x 6.1in. x 0.6in. After Santa Clara county in California was labeled Silicon Valley in the 1970s, it attained a mythical quality in the public imagination. Although much of the myth is surely hyperbole, the region has experienced and continues to experience forces that will shape the future elsewhere in the United States and around the world. The paramount producer of the information revolution, Silicon Valley has become the icon for a lifestyle saturated with digital devices. Whereas most books on the region focus on its entrepreneurial reputation, this book is an anthropological expedition into the everyday lives of people living in and connected to Silicon Valley: software engineers around the water cooler, a mothers group at lunch, nannies in the park, rush-hour commuters to get at the emerging texture of life. A specialized high-tech economy has drawn people from many countries, and the things that make Silicon Valley culture distinct: technological saturation and cultural complexity also define an emerging global culture, and in that context it operates as a natural experimental laboratory. Based on ten years of anthropological research, the book is an ethnographic exploration of the impact of these momentous changes...



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