

SCIENCE NEWS

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Mass Hysteria



“Winner of the Pulitzer Prize and the American Book Award for hardcover non-fiction.”

“A high level of narrative art”

“From mid-1978 to early 1980, a group of engineers at Data General Corporation developed a new super-mini computer. In *THE SOUL OF A NEW MACHINE*, Tracy Kidder provides a factual accounting of this achievement, and anyone interested in the annals of American industry will find the story absorbing. But Mr. Kidder...has endowed the tale with such pace, texture and poetic implication that he has elevated it to a high level of narrative art...

“Mr. Kidder is our Dante...”

a young explorer standing on the threshold of a new age. ...He proceeds by taking the reader ‘down into’ the machine, and indeed the book consists of repeated descents—not only into an environment of wires and silicon chips, but also into dark corporate basements where secret work proceeds feverishly behind locked doors...

“In technical creativity they have found a fulfillment that occasionally verges on ecstasy...”

“The leading lights of the engineering team, chosen for their brilliance, energy and ambition, are portrayed as eccentric knights errant, clad in blue jeans and open collars, seeking with awesome intensity the grail of technological accomplishment.... The project becomes a crusade....

“A worthy literature of science and technology”

“Mr. Kidder’s splendid book goes far toward reviving Huxley’s prophecy...of a worthy literature of science and technology.”

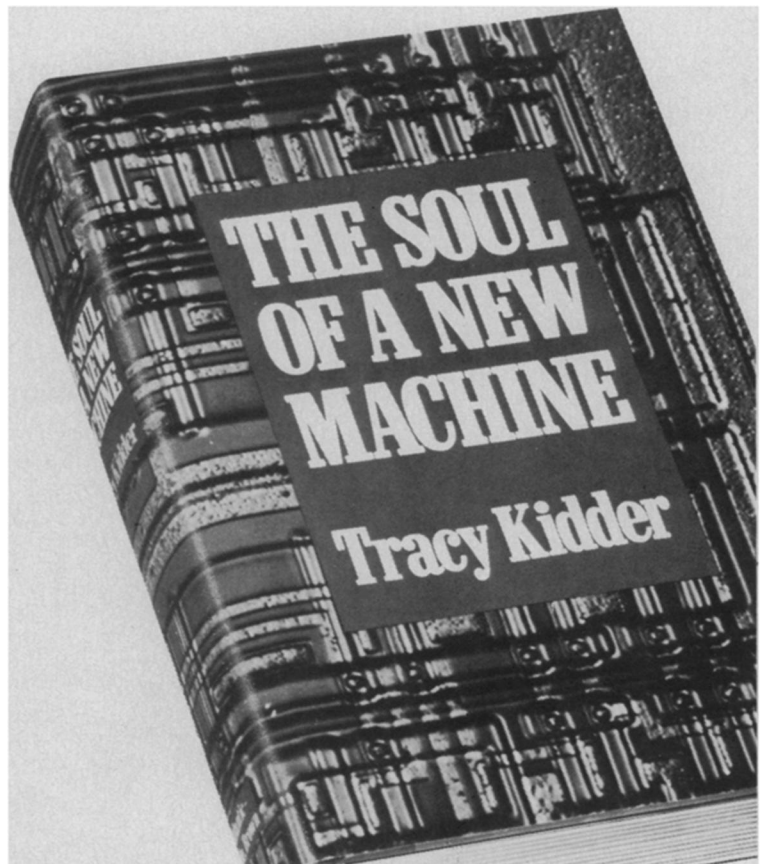
—from the *New York Times Book Review’s* front-page review by Samuel C. Florman

“All of Mr. Kidder’s hopes for his book have been fulfilled....

Even someone like this reviewer, who barely understood the difference between computer hardware and software when he began, was able to follow every step.” —*Christopher Lehmann-Haupt, New York Times*

“A superb book, one that computer engineering has deserved for a long time.... All the incredible complexity and chaos and exploitation and loneliness and strange, half-mad beauty of this field are honestly and correctly drawn here.” —*Robert Pirsig, author of Zen and the Art of Motorcycle Maintenance*

“If you like the writing of John McPhee, you’ll love the work of Tracy Kidder.... What makes Kidder’s book so rich is that he describes the human psyche as well as the computer industry.... Brilliant, concise and original.” —*Playboy*



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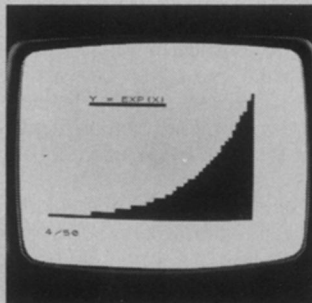
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