

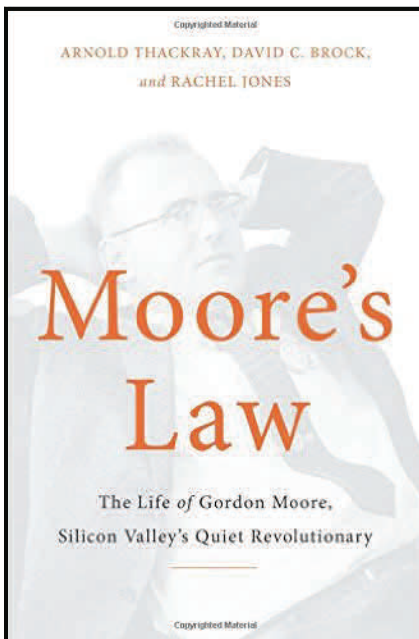
Silicon Valley's Quiet Revolutionary

“Almost everyone knows Moore’s Law. Almost no one knows the Moore behind this law. Finally a book describing the quiet, unassuming technology godfather of Silicon Valley. A great read about a great man whose work truly changed the world.”

These are the words of Craig Barrett, the fourth CEO of Intel, commenting on a new book about Gordon Moore.

Review by Howard High, Intel Retiree and IRO Member

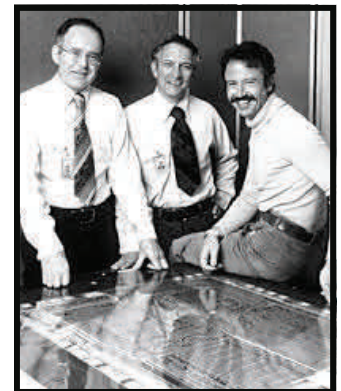
The First Authorized Biography of Gordon Moore



Moore’s Law --The Life of Gordon Moore, Silicon Valley’s Quiet Revolutionary, by Arnold Thackray, David C. Brock and Rachel Jones, is a comprehensive and engaging biography about Gordon. It is the first authorized biography about Gordon and was largely based on hours of oral history interviews Gordon did for the Chemical Heritage Foundation (Thackray was the organization’s founding CEO) in addition to hours that the authors spent with Gordon and various family members, colleagues and Silicon Valley contemporaries.

The book is 500+ pages, but it is an easy, fascinating read. This book is in many ways like Gordon. It is casual in tone, steady in pace, intelligent and insightful, long on interesting anecdotes and details, but short on scandals and salaciousness. You wouldn’t really expect salaciousness from Gordon and how he has lived both his professional and private life, and he delivers on that expectation. Gordon is Gordon, but with this book you better understand the how and why he is as he is, and how his unassuming personality, yet dedicated focused intellect helped him revolutionize our world.

All the details are there as Gordon transitions from Shockley’s lab to Fairchild Semiconductor to Intel, but it was the insight into his private life that I found most interesting. I guess I’m just nosey, but I love learning of the private moments when Gordon could be with his family and not have to be prophet of the microchip’s promise or the sage of Silicon Valley.



Gordon, Bob & Andy

***“I would like
to buy a
Porsche Turbo
Carrera.”***

-Betty Moore

I remember one story that was told to me by the late, great Jim Jarrett, one of my Intel bosses in Corporate Communications. He had just returned from the ceremony that put the shovel in the ground to commemorate the beginning of the Intel Folsom site. He had ridden up with Gordon at the wheel of his “road car,” a Porsche Turbo Carrera, and had learned that the car had been a 25th anniversary gift from Gordon’s wife, Betty. Jim had heard that when Betty, who looked like what she was -- a housewife in the 70s, walked into the Porsche dealership in Palo Alto, it seemed that none of the hotshot salespeople noticed this petite, modest lady on the showroom floor. Eventually one of them did approach her to ask if she was lost and needed directions or help. Betty reportedly opened her purse and retrieves a piece of paper. As she unfolded it, she said “I would like to buy a Porsche Turbo Carrera.” The salesman gasped and asked if she had arranged financing. After all this was a \$30,000 automobile (back when a \$30,000 automobile was a rarity). Betty told him that she would write a check. When the salesperson called the bank to see if he could accept the check, the response was... “If she wants to buy the dealership, accept the check!” I don’t know if the details of the story are true, but it is as Jim told it to me and I always loved it as a totally plausible recap of how the purchase of that car unfolded. The story appears in the book, but slightly different and with less color, but you get glimpses into how Gordon and Betty ran their household, raised their family, and lived their lives.

If you have special interactions with Gordon from your years at Intel, maybe you can share them with us through our mailbox at intelretiree@gmail.com for possible future publication.

If not, you can grab a copy of ***Moore’s Law --The Life of Gordon Moore, Silicon Valley’s Quiet Revolutionary*** and live vicariously through this all-inclusive look into Gordon’s life.

The book is available from [Amazon](https://www.amazon.com) for \$19.25 (Kindle edition) or \$21.74 for hardcover.

“**Frankly,
I didn't
expect
to be so
precise.**”

Gordon Moore
Intel co-founder and
author of *Moore's Law*

