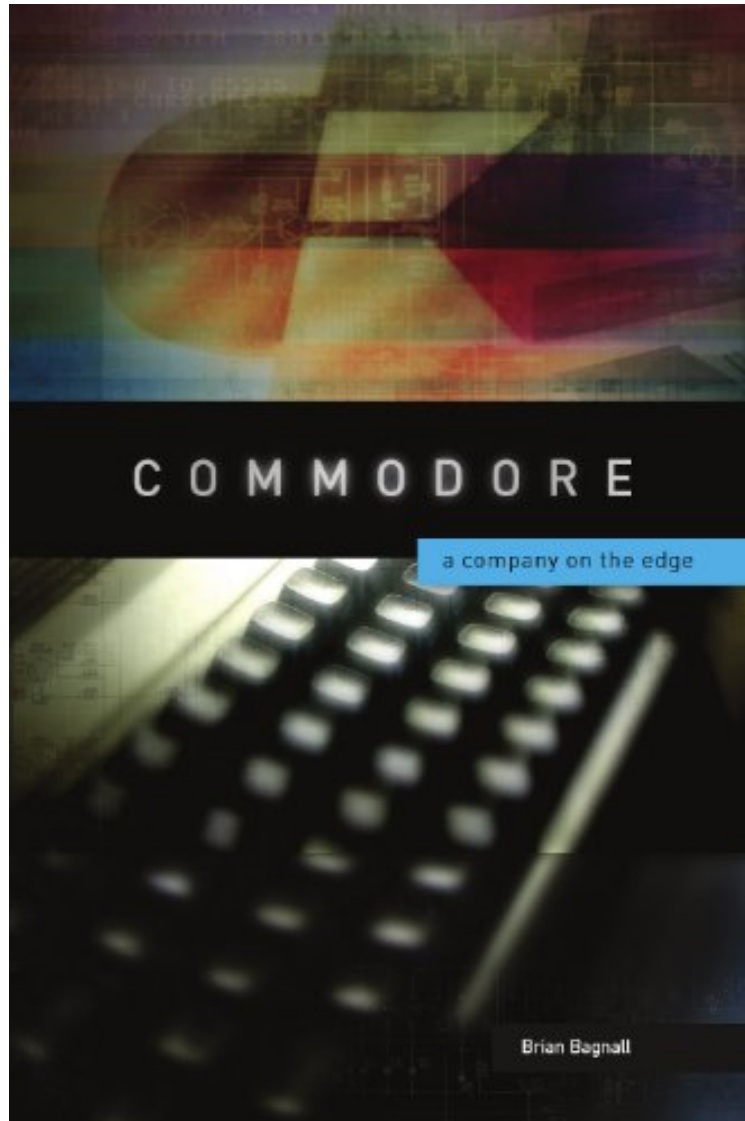


[Free] Commodore: A Company on the Edge

## Commodore: A Company on the Edge

*Brian Bagnall*

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**Brian Bagnall : Commodore: A Company on the Edge** before purchasing it in order to gage whether or not it would be worth my time, and all praised Commodore: A Company on the Edge:

3 of 3 people found the following review helpful. The warm glow of a fire does come with some irritating smokeBy CustomerI've given it 4 Stars as a Commodore 64 fan boy, but if I wasn't I might have given 3. My kindle version of the book around page 76 inexplicably has the same paragraph repeated 6 times in a row which being in an e-book is so easy to have corrected as to be inexcusable. It definitely has an engineering lean to it and tells very little from the marketing point of view and I concur with other reviews that it talks about Chuck Peddle a lot. That doesn't make it less interesting for me but did give me the impression the book had a lean to one side. It also seems to recurse on itself

quite a bit, explaining something in one paragraph then soon after revisiting the subject perhaps in different words but basically saying the same thing. At 547 pages I feel that the amount of recursion made it unnecessarily long. In some instances things that people probably wouldn't know about are mentioned without explanation of what they were or their merits (I had to look up N-Channel and P-Channel). The pace is a bit mixed, slow to build up then suddenly over and because it didn't end with the end of Commodore, didn't have a denouement (resolution). The above things bothered me but the general irritation didn't ruin it for me either. The language style is quite easy and conversational, so it wasn't difficult to read and I didn't have to get distracted by florid or overly technical language (If you ever read *Wuthering Heights* where some dialogue is phonetically spelled from and the Gardener's uneducated and yokel perspective and syntax you'd appreciate that). It gives a few insights as to how Wild West and hurried and how slapped together the VIC-20 and C64 (as well as the other machines) were. I always thought for its time it was a feat of technical brilliance, now I look at the one I own knowing how half baked some of the features were. It didn't kill my enthusiasm for my C64 but I did feel the same as I did when I found out that our 15 year old cat was a boy when we all thought previously it was a girl. So in that respect challenging my preconceptions was good. I found reading it I really couldn't put it down and consumed it over the course of a few short days. Having waded through everything about calculators and early machines it would have been nice to ride it out through the Amiga, the crash and the deathbed vigil as well as more insight into Irving Gould and the apparent Star Chamber of the board but all in all I enjoyed it, learned a bit that isn't normally covered in the usual internet histories. At around \$10 for the e-book I found it pretty good value and would encourage more than discourage you to give it a chance and a read. I think if you found your way to this book and took time to read the reviews then you ARE interested enough to get value out of it. I can connect with some of the bad reviews but I definitely think there is a baby in this bathwater. 5 of 5 people found the following review helpful. Very long book covering only the first half of Commodore's activities. By Neacute;meth Aacute;kos The book is very long but covering only the first half of Commodore's activities (1974-1984). I expected to have some explanation at the end on why the bankruptcy was filed, but that is not covered in the book. I expected more technical details (e.g. why MOS Technology was not able to produce reliable RAM, why some prototypes were hard to build, or even failed). There are also some good stories in the book, but also a lot of not really interesting information the reader has to dig through to get the key points. Also the number of images are quite low, only a few computer prototypes have photos, so at the end, the reader has to collect information on the internet about the computers built by Commodore, the games the book mentions. 0 of 0 people found the following review helpful. A small typewriter company's transformation into arguably the first affordable and useful home computer. By Corey D. Ribner This is the story you probably haven't heard. A small typewriter company's transformation into arguably the first affordable and useful home computer. The story is written brilliantly, and spares no details. It describes a fantastic time in the history of modern computing, when each company had little time to show what they could do, and sell it. The struggles a technology company faced over 30 years ago are very much different than what is faced today, and the book gives you an incredible view of the history before Commodore Computer, and an in-depth look at some of their first products, as well as the technical, design and marketing aspects of the industry and Commodore back then. The book chronicles the incredible rise of the company and the enthusiasm the world had for its products, and the challenges that resulted in its demise. If you're a technology history buff, this one is worth a read. It fills in the (huge) gaps between the Apple, IBM and Microsoft sagas, and shows that this small computer company was likely the real motivation behind today's home computer industry.

Filled with first-hand accounts of ambition, greed, and inspired engineering, this history of the personal computer revolution takes readers inside the cutthroat world of Commodore. Before Apple, IBM, or Dell, Commodore was the first computer manufacturer to market its machines to the public, selling an estimated 22 million Commodore 64s. Those halcyon days were tumultuous, however, owing to the expectations and unsparing tactics of founder Jack Tramiel. Engineers and managers with the company between 1976 and 1994 share their memories of the groundbreaking moments, soaring business highs, and stunning employee turnover that came with being on top in the early days of the microcomputer industry. This updated second edition includes additional interviews and first-hand material from major Commodore figures like marketing guru Kit Spencer, chip designer Bill Mensch, and Commodore co-founder Manfred Kapp.

About the Author Brian Bagnall is the author of numerous computer titles, including *Core LEGO Mindstorms*, *On the Edge*, and *Maximum LEGO NXT*. He is also a frequent contributor to *Old-Computers.com*, an online museum dedicated to recording and preserving computer history. He lives in Winnipeg, Manitoba.