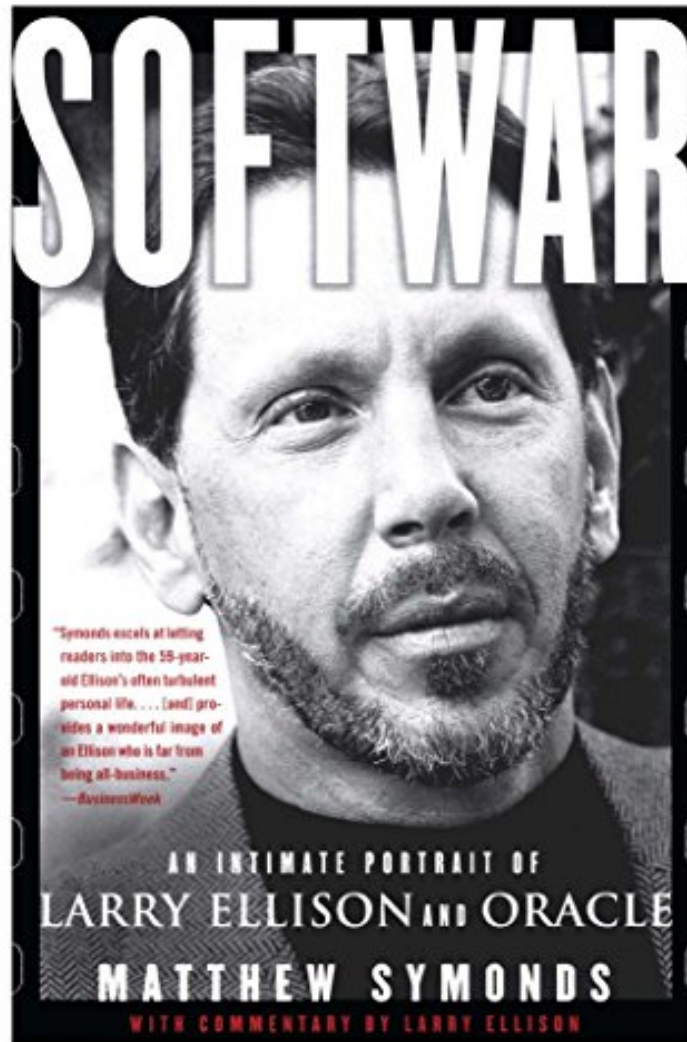


(Pdf free) Softwar: An Intimate Portrait of Larry Ellison and Oracle

Softwar: An Intimate Portrait of Larry Ellison and Oracle

Matthew Symonds

**Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#268096 in eBooks 2013-04-30 2013-04-30 File Name: B00AK78QVI | File size: 28.Mb

Matthew Symonds : Softwar: An Intimate Portrait of Larry Ellison and Oracle before purchasing it in order to gage whether or not it would be worth my time, and all praised Softwar: An Intimate Portrait of Larry Ellison and Oracle:

0 of 0 people found the following review helpful. Inside the Mind of a Software Genius!By Michael TozerFull disclosure requires me to report, at the outset of this review, that I had the privilege to work for Larry Ellison and Oracle Corporation back in the mid to late 80's. During my time at Oracle, I enjoyed the unique opportunity to meet with Mr. Ellison on a couple of most memorable occasions. When I did, I always had the distinct feeling that I was in the presence of a genius. And indeed, I was.In this unique, remarkable, and truly excellent book, Matthew Symonds

captures, as well as a journalist could, what an amazing man Mr. Ellison is, and what an amazing company he founded and led to unbelievable success. Symonds also gives a truly special look inside the mind and character of the enigmatic founder of this software colossus. Currently, I am working on a book on the Relational Model for Database. And I picked up this book by Symonds as part of my research. Having read "Softwar", I am well prepared to describe, with awe, the remarkable role that Mr. Larry Ellison played in making Dr. E.F. Codd's dream a reality. Indeed, as Codd provided the theoretical foundation for the Relational Model for Database, and fought valiantly for its acceptance, even unto his death, Ellison probably merits more credit than any particular human being for making the Relational Model a commercial reality, and success. A common theme occurs throughout this wonderful book. The theme is that programmers, of which Larry Ellison is certainly one, are constantly playing the game of "I'm Smarter than You" whenever locked in technical debate. One of the reasons that Ellison is so disliked by many uninformed observers in the industry is that he nearly always won that game. And that sort of unparalleled excellence always seems to become the object of jealousy. I strongly recommend this excellent book to any who would understand both Mr. Ellison and the history of his amazing company. God bless.

0 of 0 people found the following review helpful. a ~500 page PR piece for Ellison
By Tech Historian I always wanted to read this book, and now a decade later I finally get to it... Good news- There's some great reporting embedded in what is really a ~500 page PR piece for Ellison- The Ray Lane story was worth the read- Ellison at the emergence of the Internet and struggling (like others) to see the future is a great historical read
Bad news- Giving the subject of your book permission to have a running commentary on the bottom of each page of your text, makes a mockery of the word journalist. (Doubly so because Ellison's commentary was unnecessary and extraneous. It added nothing to the story. It only proved how badly he compromised the author.)- The book was in desperate need of an editor. It has periods of true reporting sandwiched in-between verbatim transcripts of Ellison position papers. Easily could have been 1/2 the size and twice as good.- Tons of tactical details about: Ellison firing execs, defending Ron Wahl in spite of overwhelming evidence of incompetence, management by parachuting in, management only in crisis, etc. but none of this gets put into a coherent description of 1) who is Larry Ellison, 2) why given the permanent dysfunction of the company did it and he succeed. If there ever was a great example of "can't see the forest for the trees" reporting, this book is it.- The whitewash of the Oracle contracting scandal with the State of California is a great example of when reporters become PR flacks of their subject. The author spent 3 years with Ellison and couldn't conclude "of course Oracle was pushing the edge?" A reporter would have asked if the "sales at any price" culture that almost killed the company in the 1990's had returned. A comprised flak rationalized it.- Three years with Ellison and Oracle and no summing up of how this talented and flawed human being built the company
0 of 0 people found the following review helpful. Great insider look
By Nicholas Newsad This is a fascinating look inside Oracle and their evolving strategy. Ellison does not get the credit he deserves like Gates and Jobs, because Oracle is not a consumer business. I loved it. Just one complaint: Text to speech is not enabled on Kindle, so it took 6 months to read manually instead of my customary one week listen.

In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry. The company he cofounded and runs, Oracle, is the number one business software company: perhaps even more than Microsoft's, Oracle's products are essential to today's networked world. But Oracle is as controversial as it is influential, as feared as it is revered, thanks in large part to Larry Ellison. Though Oracle is one of the world's most valuable and profitable companies, Ellison is not afraid to suddenly change course and reinvent Oracle in the pursuit of new and ever more ambitious goals. *Softwar* examines the results of these shifts in strategy and the forces that drive Ellison relentlessly on. In *Softwar*, journalist Matthew Symonds gives readers an exclusive and intimate insight into both Oracle and the man who made it and runs it. As well as relating the story of Oracle's often bumpy path to industry dominance, Symonds deals with the private side of Ellison's life. From Ellison's troubled upbringing by adoptive parents and his lifelong search for emotional security to the challenges and opportunities that have come with unimaginable wealth, *Softwar* gets inside the skin of a fascinating and complicated human being. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the recklessness that have made Ellison a legend. The result of more than a hundred hours of interviews and many months spent with Ellison, *Softwar* is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life. Despite his closeness to Ellison, Matthew Symonds is a candid and at times highly critical observer. And in perhaps the book's most unusual feature, Ellison responds to Symonds's portrayal in the form of a running footnoted commentary. The result is one of the most fascinating business stories of all time.

Softwar is a biography of Larry Ellison and his company, Oracle. As such, it's simultaneously a portrait of a clever and driven man, a case study of a successful software development company, and a tableau of the commercial software industry from its beginnings, through the dot-com craze, and into the present era. Matthew Symonds, who began this project while working as the editor of the excellent technology section of the *Economist*, has done a great job with all three elements of his project, thanks in no small part to the tremendous access he was given and to his

close collaboration with Ellison. Collaboration is very nearly the right word, as Ellison reviewed Symonds' manuscript before publication and, while he did not alter it, he did make a large number of comments, which appear in the book as footnotes. As Symonds is a good journalist who attributes most of his material, Ellison is able to take issue immediately with statements other people make about him and his company. The overall effect is hypertextual, and represents an important new biographical technique that other writers should imitate. Software succeeds because Ellison has a fantastically interesting life, tremendous experience, and carefully considered opinions, and because Symonds communicates them with clarity and style. --David Wall

Topics covered: The life, times, acquaintances, tastes, toys, and opinions of Larry Ellison, the database entrepreneur and CEO of Oracle Corporation. From Publishers Weekly

Symonds was technology editor at the Economist when Ellison invited him to collaborate on a book about e-business, but the journalist decided he would rather write a profile of the software tycoon, one of Silicon Valley's most notorious figures. Oracle's database programs have become integral to the Internet and other networked computer systems, and Oracle's head is convinced that he can surpass Microsoft as the industry leader. But he's also developed a reputation for his aggressive corporate tactics and personal flamboyance. Ellison agreed to cooperate with the project, but as part of the deal, he reserved the right to respond, which he does in a series of running footnotes. Sometimes he only uses the opportunity to mouth business platitudes, but he also refutes stories, cracks jokes and even argues with other sources. Although the book deals extensively with Oracle's efforts to promote a new software package, it comes to life most when it follows Ellison outside the office—prepping his sailboat for a run at the America's Cup or overseeing the final touches on a Japanese garden complex. Symonds's near-total access to his subject leads to intimate observations that verge on personal advice, as when the writer suggests how best to handle a top Oracle executive or comments on the relationship between Ellison and his two children. But he remains objective enough to point out several mistakes in the past management of Oracle (many of which Ellison acknowledges or clarifies). Even without its unusual counterpoint, the book would stand as a compelling portrayal of one of the computer industry's most influential leaders. Copyright 2003 Reed Business Information, Inc. From Booklist

There has been a war brewing in the software industry that most computer users don't even know about. Larry Ellison, founder of Oracle, wants to supplant the current Windows-based client-server network architecture with a totally Internet-based solution that would simplify computing and make Microsoft's server software obsolete. Even now, Oracle is the dominant software in business; every time you do a Google search or buy something on .com, you are using it. Anyone who craves a play-by-play account of Ellison and the evolution of the number-one relational database in the world can really sink their teeth into this. There is a slightly bizarre twist to this high-tech tale: Ellison himself gets to throw in running commentary at the bottom of many pages, augmenting and often contradicting the author's text in his own brash style. Beware if you're not up on your geekspeak, though, as the casual reader will get lost in all the IT systems acronyms thrown around, such as CRM, ERP, HR and TPC-C. More entertaining than the technical jargon is the ruthless backstabbing that goes on between Ellison and big-name competitors such as Microsoft, Seibel Systems, PeopleSoft and i2 Technologies. David Siegfried

Copyright copy; American Library Association. All rights reserved