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Softwar: An Intimate Portrait of Larry Ellison and Oracle ...

Great Read, but Flawed True to its subtitle Softwar does indeed deliver an 'intimate portrait' of billionaire business leader Larry Ellison. Unfortunately, although the book is enthralling and features an incredibly interesting format including written responses by Ellison to points raised by Symonds, it falls short in two important areas for biographies.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...

In Softwar, journalist Matthew Symonds gives readers 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. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the ...

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Softwar : an intimate portrait of Larry Ellison and Oracle ...

'Softwar' comprehensively covers both the business of Oracle and offers a surprisingly intimate view of Larry's life and thinking. At the same time, Matthew Symonds presents a balanced portrait of the man who admits in his footnotes to making some mistakes, but who also demonstrates a keen intellect, foresight and a sense of humor.'Softwar' is an extraordinary book about an extraordinary man and his enterprise - a must read for those who want to be inspired and have a better understanding of ...

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...

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 ...

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...

Softwar : An Intimate Portrait of Larry Ellison and Oracle author: Matthew Symonds, Larry Ellison: pages: 528: publisher: Simon & Schuster: rating: 7/10: reviewer: Alex

Moskalyuk: ISBN: 074322504X : summary: Insight of Larry Ellison and his corporate identity known as Oracle Corp. Matthew Symonds took a leave of absence from The Economist in March 2000 to follow Ellison in his daily routines ...

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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 ...

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Softwar: An Intimate Portrait of Larry Ellison and Oracle ...

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.

Softwar: An Intimate Portrait of Larry Ellison and Oracle ...

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 ...

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