



Utopian Entrepreneur (Mediaworks Pamphlets)

By Brenda Laurel


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A heady hybrid of critical thinking, personal narrative, and economic analysis, *Utopian Entrepreneur* is a field manual for those who want to do socially positive work in the context of business. One of the few Silicon Valley veterans who participated in all four of the major computer tech bubbles -- games, multimedia, virtual reality, and dot-coms -- Brenda Laurel is known for injecting humanistic values into computer-based media.

Laurel interweaves her ideas on how to conduct socially progressive business with the saga of her experiences with the Interval Research Corporation and as the founder of the pioneering girls' software company Purple Moon.

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Utopian Entrepreneur (Mediaworks Pamphlets) By Brenda Laurel Bibliography

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Editorial Review

Amazon.com Review

Life can be tough for those who care about the world around them. Just ask Brenda Laurel, whose efforts to infuse social responsibility into her software company led to Purple Moon's spectacular failure on the cusp of the dot-com boom. Her slim memoir, *Utopian Entrepreneur*, explores her work in girls' games, virtual reality, and the intersection between art and tech.

The writing is fluid and ranges from childhood memories to boardroom battles; readers can't help but amass insight into the difficulties of maintaining one's soul in a heavily commercialized world. Though the book's design is too strongly reminiscent of the dense early-'90s typeface frenzy, this will only be a minor distraction for most readers. Laurel's narrative jumps and slides through new layouts and type sizes like a monkey and holds the attention firmly throughout. While *Utopian Entrepreneur* won't give any hints on making money, it will explain one human's vision for doing business right. --*Rob Lightner*

From Publishers Weekly

Although Brenda Laurel's start-up venture, Purple Moon (a company dedicated solely to creating software for girls) failed, she walked away from the experience with a cornucopia of knowledge about technology and economics. She shares those lessons in *Utopian Entrepreneur*, a guide to those seeking socially positive work in the business world. A stream-of-consciousness style and unique layout come together to present important messages, like "good research is never done," "be a realist" and "pay attention to what you learn."

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Review

"Brenda Laurel's startup company, 'Purple Moon,' failed but her travails provided a powerful learning experience. This engaging book, written in a style that is uniquely Brenda, tells the story. More importantly, it shows how to move forward to a positive humanistic culture, where technology and media provide rich, rewarding experiences."

(Donald A. Norman, Nielsen Norman Group, author of *The Invisible Computer*)

Laurel's stream-of-consciousness tale weaves whole cloth around the meaning of online experience, from those heady early days that defined Interval to the tatters of the brave experiment that was Purple Moon. At turns both humorous and heartbreaking, this always humane account of the would-be transcendent dot-com and what its intrepid founder learned along the way will resonate with the utopian entrepreneur in all of us.

(Donna L. Hoffman, Co-Director, eLab, Vanderbilt University)

A guide to those seeking socially positive work in the business world.

(*Publishers Weekly*)

a worthy manual for anyone striving to create a successful business model out of socially positive work.

(Christy Mulligan *New Jersey Computer User Magazine*)

In a better world, the road to wealth would be lined with people like Laurel.

(Noah Robischon *Entertainment Weekly*)

This small book achieves consciousness and pleasure through design and word with an added appeal to touch.

(Marcell Hackbardt *Afterimage*)

I read Brenda Laurel's heartfelt confession with complete attention and respect. It's a thrill to learn what she's really been up to!

(Bruce Sterling, author of *Shaping Things*)

In a world overrun by self-appointed media gurus, Laurel is the real thing: a theorist, an artist, and a veteran of the computer wars. *Utopian Entrepreneur* is a tour-de-force of visionary thinking and a testament to the power of expressive language: visually and verbally, theoretically and theatrically. Her new book is a gem.

(Jessica Helfand, Helfand Drenttel Studio, and Lecturer, Yale School of Art)

Users Review

From reader reviews:

Kim Townsend:

This Utopian Entrepreneur (Mediaworks Pamphlets) book is not really ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book will be information inside this book incredible fresh, you will get info which is getting deeper anyone read a lot of information you will get. This Utopian Entrepreneur (Mediaworks Pamphlets) without we understand teach the one who looking at it become critical in imagining and analyzing. Don't always be worry Utopian Entrepreneur (Mediaworks Pamphlets) can bring when you are and not make your tote space or bookshelves' turn out to be full because you can have it in the lovely laptop even phone. This Utopian Entrepreneur (Mediaworks Pamphlets) having very good arrangement in word and layout, so you will not really feel uninterested in reading.

Margaret Boyer:

Now a day individuals who Living in the era wherever everything reachable by connect to the internet and the resources inside can be true or not call for people to be aware of each data they get. How individuals to be smart in getting any information nowadays? Of course the answer is reading a book. Reading through a book can help folks out of this uncertainty Information specifically this Utopian Entrepreneur (Mediaworks Pamphlets) book because this book offers you rich information and knowledge. Of course the data in this

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Sue Randall:

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