

Clusters of Creativity

Enduring Lessons on Innovation
and Entrepreneurship from Silicon Valley
and Europe's Silicon Fen

ROB KOEPP

Contents

Acknowledgements	xi
1 Introduction: The Hidden Lessons of “Siliconia”	1
The Silicon Valleys of the World	1
Silicon Valley in Context	4
Breaking with Accepted Orthodoxy	7
Clusters and Enterprise	14
SILICON VALLEY	19
2 Introduction	19
3 From Semi-desert to Silicon Valley	27
Opportunities Seized and Squandered	28
The Terman Turnaround	34
The “Birth” of Silicon Valley	42
Added Facilitation and Structure	59
4 Valley Dynamism	67
Hype and Substance	68
Netting the Future	70
The Solelectron behind the Cisco	75
Valley Law	80
Money Waves and Wipeouts	88

5 Valley Innovators	105
Innovating for Management	107
Faggin's Entrepreneurial Innovations	116
B. J. Fogg's R & I	123
PARC's RED Avant-garde	128
6 Post-silicon Silicon Valley	135
EUROPE'S SILICON FEN	141
7 Introduction	141
8 The Phenomenon of Cambridge	149
Fenlanders, Undertakers, and Adventurers	150
The Evolution of Academia and Science	153
The Rise and Fall of Early High-tech	158
The CSI Saga	162
Phenomenally Cambridge	166
9 Cambridge Dynamics	183
The Logistics of Location	184
Origins of the Counterrevolution	188
Broader Contexts	193
Stirring the Fire	204
10 Phenomenally Innovative	213
ARMed to the Core	215
CCL and SIM	218
Generically Innovative	223
TTP, Innovating for Growth	228

11 The Future of the Phenomenon	235
12 Epilogue: A Silicon World?	243
Endnotes	245
Index	269