



## Utopian Entrepreneur (Hardback)

By Brenda Laurel

MIT Press Ltd, United States, 2001. Hardback. Condition: New. Language: English . Brand New Book. A guide to doing positive work in the context of business. 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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