



# **The Silicon Valley Way, Second Edition: Discover 45 Secrets for Successful Start-Ups**

*Elton B. Sherwin Jr.*



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This is the **Second Edition** of his ground-breaking book, Elton Sherwin discloses the decision-making secrets that have made Silicon Valley a success and shows how you can apply those techniques in the 21st century. This **second edition is the version normally assigned in college classes**, it is also available in the Kindle format.

Elton Sherwin spent over 30 years in the tech industry: starting at IBM, moving to Motorola and spending the last 15 years as a venture capitalist.

A UC Berkeley graduate in Political Science, he holds eight patents and has **served on the board of directors of over a dozen startups**.

Elton is an authority on the economics of innovation. He is an occasional guest speaker at Stanford University on energy policy and entrepreneurship.

***The Silicon Valley Way*** is used by entrepreneurs and university programs around the world and is sometimes called "**The Start-up bible.**"

In 2010 he authored his second book ***Addicted to Energy - A Venture Capitalist's Perspective on How to Save our Economy and Our Climate.*** Elton is currently the Executive Director of **The Carbon Zero Institute** which is dedicated to helping stop the increase of atmospheric CO2 by mid-century.

Entrepreneurs and executives from around the world consult with Elton for advice on sustainability, innovation, business planning, marketing and strategy. He also has a unique ability to apply business principles to complex public policy and non-profit issues.



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