

RANDALL STROSS

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Education:

1976-1982 **Stanford University**, Stanford, California. A.M., 1978. Ph.D., 1982. Department of History.

1972-1976 **Macalester College**, St. Paul, Minnesota. B.A., *magna cum laude*, 1976.

Academic Employment:

San Jose State University, College of Business, School of Management. Associate Professor of Business Administration, 1986-1990; Professor, 1990-2018; Emeritus, 2018—.

Colorado School of Mines, Humanities and Social Sciences Department. Assistant Professor of Social Sciences, 1982-86.

Nonacademic Employment:

New York Times, “Digital Domain” columnist in Sunday Business, 2004-13.

U.S. News & World Report, Contributing Editor, Business & Technology, 1996-97, 2000-02; “Digital Domain” and “On Business” columnist, 2000-2002.

Fortune Magazine, Contributing Writer, responsible for Silicon Valley coverage, 1997-98.

Postdoctoral Appointments:

Stanford University, Hoover National Fellow, 1988-89; Graduate School of Business, Visiting Scholar, 1989-90; Center for East Asian Studies, Research Associate, 1989–1998; School of Education, Visiting Scholar, 1992-1993; Program in History and Philosophy of Science, Visiting Scholar, 2003-04; Stanford Law School’s Center for Internet and Society, Nonresidential Fellow, 2006-10; Department of History, Visiting Scholar, 2002-03, 2019-2020.

East-West Center, Honolulu, Hawaii. Environment and Policy Institute. Area Studies Fellow, 1984-85.

Books:

A Practical Education: Why Liberal Arts Majors Make Great Employees,
Redwood/Stanford University Press, 2017 (Paperback: Stanford, 2018)

The Launch Pad: Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups, Portfolio/Penguin, 2012 (Paperback: Penguin, 2013)

Steve Jobs and the NeXT Big Thing, Atheneum/Macmillan, 1993; reprinted, Amazon Kindle, 2012

Planet Google: One Company's Audacious Plan To Organize Everything We Know, Free Press, 2008 (Paperback: Free Press, 2009)

The Wizard of Menlo Park: How Thomas Alva Edison Invented the Modern World, Crown, 2007 (Paperback: Three Rivers Press, 2008)

eBoys: The First Inside Account of Venture Capitalists At Work, Crown Business, 2000 (Paperback: Ballantine, 2001)

The Microsoft Way: The Real Story Of How The Company Outsmarts Its Competition, Addison-Wesley, 1996 (Paperback: Addison-Wesley, 1997)

Remapping China: Fissures in Historical Terrain (co-editor), Stanford University Press, 1996 (Paperback: Stanford University Press, 1996)

Bulls in the China Shop and Other Sino-American Business Encounters, Pantheon, 1991 (Paperback: University of Hawaii Press, 1993)

Technology and Society in Twentieth-Century America (ed.), The Dorsey Press, 1989

The Stubborn Earth: American Agriculturalists on Chinese Soil, 1898-1937, University of California Press, 1986 (Paperback: University of California Press, 1987)

Nonacademic Articles:

- “Hire Teachers for Higher Education [book review]”, *Wall Street Journal*, 14 December 2020.
- “Doing It for Themselves [book review]”, *Wall Street Journal*, 26 April 2020.
- “Middle Kingdom, Golden State [book review]”, *Wall Street Journal*, 28 August 2019.
- “How Green Was the Valley [book review]”, *Wall Street Journal*, 13 July 2019.
- “Late Bloomers Bloom Best [book review]”, *Wall Street Journal*, 28 May 2019.
- “Stargazers See a Business Plan [book review]”, *Wall Street Journal*, 16 April 2018.
- “A Startup in Focus [book review]”, *Wall Street Journal*, 11 February 2018.
- “The Four Horsemen of Big Tech [book review]”, *Wall Street Journal*, 30 September 2017.
- “The Future on Fast Forward [book review]”, *Wall Street Journal*, 5 July 2017.
- “Why Companies Like Uber Get Away With Bad Behavior,” *New York Times*, 13 June 2017.
- “No One Behind the Wheel at Uber [book review]”, *Wall Street Journal*, 23 May 2017.
- “Twitter Has an Old Media Problem. Here’s a Solution,” *New York Times*, 27 October 2016.
- “Does Microsoft Have Facebook Envy?” *New York Times*, 17 June 2016.
- “Theranos Isn’t Silicon Valley’s Fault,” *New York Times*, 27 April 2016.
- “An Instant Path To an Online Army,” *New York Times*, 21 April 2013.
- “Wearing a Badge, and a Video Camera,” *New York Times*, 7 April 2013.
- “There Is An Algorithm For Everything, Including Bras,” *New York Times*, 24 February 2013.
- “Digital Tags Help Ensure the Price is Right,” *New York Times*, 10 February 2013.
- “Mixing, Matching and Charging Less for a Phone Plan,” *New York Times*, 27 January 2013.
- “I’m Losing Money. So Why Do I Feel So Good?” *New York Times*, 13 January 2013.
- “The Learning Curve of Smart Parking,” *New York Times*, 23 December 2012.
- “Billion-Dollar Flop: Air Force Stumbles on Software Plan,” *New York Times*, 9 December 2012.

- “So You’re a Good Driver? Let’s Go To The Monitor,” *New York Times*, 25 November 2012.
- “A Race Against the Clock, Again, in Package Delivery,” *New York Times*, 11 November 2012.
- “Doing the Two-Step, Beyond the A.T.M.,” *New York Times*, 14 October 2012.
- “The Lowest Fare? Ask The Crowd,” *New York Times*, 30 September 2012.
- “Smartphone Ads and Their Drawbacks,” *New York Times*, 16 September 2012.
- “When GPS Confuses, You May Be To Blame,” *New York Times*, 2 September 2012.
- “What’s Coming out Of Silicon Valley,” Bits blog, *New York Times*, 23 August 2012.
- “Farm Software Tries To Makes Its Mark,” *New York Times*, 5 August 2012.
- “How a Cellphone’s Case Can Imitate Its Maker,” *New York Times*, 21 July 2012.
- “Yes, Norma Desmond, The Pictures Are Getting Small Again,” *New York Times*, 8 July 2012.
- “‘Exergames’ Don’t Cure Young Couch Potatoes,” *New York Times*, 24 June 2012.
- “The Algorithm Didn’t Like My Essay,” *New York Times*, 10 June 2012.
- “Goodbye to Windows Live (and Whatever It Meant),” *New York Times*, 27 May 2012.
- “Meet Your Neighbors, If Only Online,” *New York Times*, 13 May 2012.
- “Chicken Scratches Vs. E-Prescriptions,” *New York Times*, 29 April 2012.
- “Social Networks, Small and Smaller,” *New York Times*, 15 April 2012.
- “Computer Science For the Rest of Us,” *New York Times*, 1 April 2012.
- “Bypassing the Password,” *New York Times*, 18 March 2012.
- “The Second Screen, Trying to Complement the First,” *New York Times*, 4 March 2012.
- “Lending Your Car To Strangers (for Cash),” *New York Times*, 19 February 2012.
- “Advice for the Ill, And Points for Doctors,” *New York Times*, 5 February 2012.
- “Trying To Nudge Drowsy Drivers,” *New York Times*, 22 January 2012.
- “Sifting the Professional From the Personal,” *New York Times*, 8 January 2012.

- “Publishers vs. Libraries: An E-Book Tug of War,” *New York Times*, 25 December 2011.
- “A Shopper’s Companion, Still Going Strong,” *New York Times*, 11 December 2011.
- “Turn On The Server. It’s Cold Inside,” *New York Times*, 27 November 2011.
- “Robocalls Instigate a Cellphone Fight,” *New York Times*, 13 November 2011.
- “Commercials, By Multiple Choice,” *New York Times*, 30 October 2011.
- “The Wizard and the Mortal: Two Sides of Genius,” *New York Times*, 8 October 2011.
- “Reading the Writing on the Envelope,” *New York Times*, 2 October 2011.
- “The Data Buffet Is Open (Grazing Welcome)” *New York Times*, 18 September 2011.
- “Tracking Vital Signs, Without the Wires,” *New York Times*, 4 September 2011.
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- “One Site Fits All, Except for Advertisers,” *New York Times*, 7 August 2011.
- “The Auteur Vs. the Committee,” *New York Times*, 24 July 2011.
- “The Therapist Will See You Now, via the Web,” *New York Times*, 10 July 2011.
- “Our Geeks Are Better Than Your Geeks,” *New York Times*, 26 June 2011.
- “Guard That Password (and Make Sure It’s Encrypted),” *New York Times*, 12 June 2011.
- “Consumer Complaints Made Easy. Maybe Too Easy,” *New York Times*, 29 May 2011.
- “When It Comes To Inbox Advertising, Less Is Still More,” *New York Times*, 15 May 2011.
- “Opt-In Rules Are a Good Start,” *New York Times*, 1 May 2011.
- “Helping Drunken Drivers Avoid Tickets, But Not Wrecks,” *New York Times*, 17 April 2011.
- “Windows Phone and Nokia Spell a Challenge for Apple,” *New York Times*, 3 April 2011.
- “The Wristwatch Is Reimagined. Will Young Shoppers Care?” *New York Times*, 20 March 2011.
- “Cheap, Ultrafast Broadband? At Least Hong Kong Has It,” *New York Times*, 6 March 2011.
- “A Chance To Keep Up With New Technology (for a Price),” *New York Times*, 20 February 2011.

“Online Courses, Still Lacking That Third Dimension,” *New York Times*, 6 February 2011.

“Please, Just Tell Me When I’m Nearing My Limit,” *New York Times*, 23 January 2011.

“99.999% Reliable? Don’t Hold Your Breath,” *New York Times*, 9 January 2011.

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“StatSheet Is Writing Sports Stories With Software,” *New York Times*, 28 November 2010.

“Should You Be Snuggling With Your Cellphone?” *New York Times*, 14 November 2010.

“At MicroTask and CloudCrowd, Assembly Lines Go Online,” *New York Times*, 31 October 2010.

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“Netflix Is Beating Blockbuster With Clicks, Not Bricks,” , *New York Times*, 19 September 2010.

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“Even With All Its Profits, Microsoft Has A Popularity Problem,” *New York Times*, 25 July 2010.

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- “Are the Glory Days Long Gone for I.T.?” *New York Times*, 9 August 2009.
- “Our Payments Were Automatic. Stopping Them Wasn’t,” *New York Times*, 26 July 2009.
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- “Only the Rich Can Afford It. Should Taxpayers Back It?” *New York Times*, 30 November 2008.
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- “First It Was Song Downloads. Now It’s Organic Chemistry,” *New York Times*, 27 July 2008.
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- “Can Anything Replace My Old Reliable Friend?” *New York Times*, 1 June 2008.
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- “From 10 Hours A Week, \$10 Million A Year,” *New York Times*, 13 January 2008.
- “How To Lose Your Job On Your Own Time,” *New York Times*, 30 December 2007.
- “Hannah Montana Tickets On Sale! Oops, They’re Gone,” *New York Times*, 16 December 2007.
- “For the 2008 Race, Google Is A Crucial Constituency,” *New York Times*, 2 December 2007.
- “What To Do When Goliaths Roar?” *New York Times*, 18 November 2007.
- “Why Google Turned Into A Social Butterfly,” *New York Times*, 4 November 2007.
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- “A Window of Opportunity for Macs, Soon To Close,” *New York Times*, 16 September 2007.

- “Pass the Popcorn. But Where’s the Movie,” *New York Times*, 19 August 2007.
- “When Mobile Phones Aren’t Truly Mobile,” *New York Times*, 22 July 2007.
- “The Human Touch That May Loosen Google’s Grip,” *New York Times*, 24 June 2007.
- “Apple’s Lesson for Sony’s Stores: Just Connect,” *New York Times*, 27 May 2007.
- “Technology to Dissect Every Dunk and Drive,” *New York Times*, 29 April 2007.
- “If At First You Don’t Succeed, Write a Check,” *New York Times*, 1 April 2007.
- “What Starbucks Can Learn From the Movie Palace,” *New York Times*, 4 March 2007.
- “Wireless Internet For All, Without the Towers,” *New York Times*, 4 February 2007.
- “Want an iPhone? Beware the iHandcuffs,” *New York Times*, 14 January 2007.
- “Theater of the Absurd at the T.S.A.,” *New York Times*, 17 December 2006.
- “Cellphone as Tracker: X Marks Your Doubts,” *New York Times*, 19 November 2006.
- “It’s Not Who You Know. It’s Where You Are,” *New York Times*, 22 October 2006.
- “The Big Gamble on Electronic Voting,” *New York Times*, 24 September 2006.
- “Words of Wisdom vs. Words From Our Sponsor,” *New York Times*, 27 August 2006.
- “All the Internet’s a Stage. Why Don’t C.E.O.’s Use It?” *New York Times*, 30 July 2006.
- “AOL Said, ‘If You Leave Me I’ll Do Something Crazy,’” *New York Times*, 2 July 2006.
- “Internet Phones: Please Wait for the Next Available Opportunity,” *New York Times*, 4 June 2006.
- “Someone Has to Pay for TV. But Who? And How?” *New York Times*, 6 May 2006.
- “Looking at the Free Market, and Seeing Red,” *New York Times*, 9 April 2006.
- “Anonymous Source Is Not The Same As Open Source,” *New York Times*, 12 March 2006.
- “Trying To Get A Read On Amazon’s Books,” *New York Times*, 12 February 2006.
- “Hey, Baby Bells: Information Still Wants To Be Free,” *New York Times*, 15 January 2006.
- “Is Mark Cuban Missing the Big Picture?” *New York Times*, 18 December 2005.
- “How Google Tamed Ads on the Wild, Wild Web,” *New York Times*, 20 November 2005.

- “Why Time-Warner Has Fallen In Love With AOL. *Again*,” *New York Times*, 25 September 2005.
- “Google Anything, As Long As It’s Not Google,” *New York Times*, 28 August 2005.
- “Why Bill Gates Wants 3,000 New Patents,” *New York Times*, 31 July 2005.
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- “Whoops! We Seem To Have Misplaced Your Identity,” *New York Times*, 8 May 2005.
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- “It’s BlackBerry Season, But Maybe Not For Long,” *New York Times*, 1 August 2004.
- “From a High-Tech System, Low-Fi Music, ” *New York Times*, 4 July 2004.
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Academic Articles and Presentations:

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- “Fortune-Telling: How A Historian in 2050 May View Silicon Valley in the 1990s.” 1997-1998 San Jose State President's Scholar Talk, San Jose, February 1998.
- “Corporate History: Working in the Microsoft Archives.” Presentation to the National Council of Public History annual meeting, Seattle, April, 1996.
- “What China Tells Us About Convergence.” Presentation at the “Crossing Borders: Globalization and Its Impact On Corporate Cultures” symposium, Hamline University, St. Paul, April 1996.
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- "Structuring Your Business Relationship: Strategies for Developing Successful Licensing Agreements with the People's Republic of China." Seminar presentation at conference "Reassessing Trade Opportunities and Challenges in Japan, South Korea, and China," San Francisco, October 1987.
- "Seeing the Pacific Rim Beyond Japan: Problems in the American Business Press." *Business Forum* 11.4 (Fall 1986): 12-16.
- "The Diffusion of American Agricultural Technology in China." Paper presented at the Conference on Modernization and Technological Innovation, Wingspread Conference Center, Racine, Wisconsin, November 1986.
- "Marketing and Modernization in Republican China's Countryside: The Puzzling Case of Western Jiangsu." *Republican China* 9.2 (February 1984): 1-7.
- "The Rural Origins of Shanghai Workers." Paper presented at the Association of Asian Studies Annual Meeting, March 1982, Chicago.
- "Number Games Rejected: The Misleading Allure of Tenancy Estimates." *Republican China* 10.3 (June 1985): 1-17.

Reviews, Honors, and Awards:2012. Reviews of *The Launch Pad*:

Eric Ries, author of *The Lean Startup*: “Y Combinator is a national treasure, a Silicon Valley seed fund that is mass-producing new startups. Randall Stross’s behind-the-scenes look at YC offers a rare glimpse into what it really takes to conceive an idea and get it to market as quickly as possible. *The Launch Pad* is a must-read for anyone interested in the realities of modern entrepreneurship.”

Marc Andreessen, cofounder, Andreessen Horowitz: “*The Launch Pad* is an intimate look at the white-hot center of the new Silicon Valley startup ecosystem. Stross’s account of the best new entrepreneurs and the exciting companies they’re building at startup schools is a great read for founders and would-be founders alike.”

Amazon.com. Named as one of ten titles “Best Books of 2012 – Business & Investing.”

Wall Street Journal: “Mr. Stross has a strong grasp of Silicon Valley history and business models.”

Slate: “Stross makes computer programming and angel investing as thrilling as it gets—and, although he admires Y Combinator chief Paul Graham, he’s not afraid to ask questions, like why there were only two women in the summer 2011 class of founders.”

2008. Reviews of *Planet Google*:

Publisher’s Weekly: “In this spellbinding behind-the-scenes look at Google, New York Times columnist Stross (The Microsoft Way) provides an intimate portrait of the company’s massively ambitious aim to “organize the world’s information.” Drawing on extensive interviews with top management and his astonishingly open access to the famed Googleplex, Stross leads readers through Google’s evolution from its humble beginnings as the decidedly nonbusiness-oriented brainchild of Stanford Ph.D. students Sergey Brin and Larry Page, through the company’s early growing pains and multiple acquisitions, on to its current position as global digital behemoth. Tech lovers will devour the pages of discussion about the Algorithm; business folk will enjoy the accounts of how company after company, including Microsoft and Yahoo, underestimated Google’s technology, advertising model and ability to solve problems like scanning library collections; and general readers will find the sheer scale and scope of Google’s progress in just a decade astounding. The unfolding narrative of Google’s journey reads like a suspense novel. Brin, Page and CEO Eric Schmidt battle competitors and struggle to emerge victorious in their quest to index all the information in the world.”

Fortune: “Today, Stross tells us in his vigorous history/analysis/appraisal of the 21st century’s most notable company/employer/verb, America consumes more power running its data centers than its television sets.... Though Stross’s eyes occasionally pop at the wonders being concocted in the Googlian halls, this isn’t a fan book; he’s as insightful on the company’s failures (the oafishly naïve start of its book-scanning operation, the financial swamp of its video efforts) as he is on its triumphs.”

Time: “A computer enthusiast who wants to Google Google couldn’t find a more dedicated guide than Stross, the New York Times’ “Digital Domain” columnist. A true Internet scholar (there are

57 pages of footnotes), he both marvels at and takes issue with life in the Googleplex and the unrivaled (unbridled?) ambition of the young enterprise. Stross's access to the company pays off nicely for both Google's fans and people who read books on paper."

Newsweek: "This story of the college start-up that grew into an 800-pound gorilla would be worthwhile for its fly-on-the-wall perspective alone. But New York Times columnist and academic Stross does more than get close to CEO Eric Schmidt and cofounders Larry Page and Sergey Brin. He limns the company's ambitions to become the keeper and manager of "all the world's information." Stross is suitably impressed by his subject's technological prowess and deft moves into areas far removed from its origins, but he also acknowledges a rising backlash over its trampling of copyrights, its cozying up to China's Web censors and its sheer bigness."

Businessweek: "The challenge facing anyone who writes about Google is that readers may assume they already know all that can be said about the Internet search giant. After all, the 10-year-old juggernaut has been the subject of many thousands of press reports and at least two mainstream books. But to his credit, in *Planet Google: One Company's Audacious Plan to Organize Everything We Know*, author Randall Stross digs beneath the usual Googley tales of lava lamps and free gourmet food for employees to offer new insight into the company's pointedly unorthodox business practices."

Wall Street Journal: "Messrs. Page and Brin, when they launched Google, had no idea how to make money from it. Two years into their venture, they developed a service that delivered small text ads based on the search terms that a user submitted. As Randall Stross notes in *Planet Google*, his even-handed and highly readable history of the company, the service proved to be a turning point in the history of advertising, offering ads tailored for 'an audience of one at the one best moment, when a relevant topic was on the user's mind.'"

New York: "Stross, a business professor and *New York Times* columnist, tells the epic info-opera of Google simply and swiftly. He provides elegant microhistories of familiar subjects (the Internet, YouTube) and sprinkles just about every page with unexpected tech facts—including, most fascinatingly, the story of Google's data centers: dozens of mysterious energy-sucking warehouses filled with up to a million computers humming in the dark to minimize heat buildup."

Management Today: "*Planet Google* thus provides a welcome antidote to media gush about the world's most glamorous company. At the same time, it shrewdly outlines the real sources of its strength: good strategic leadership (and a shareholding structure that denies power to Wall Street); no corporate debt; the freedom that accompanies huge profits; the buzz that attracts great talent. And—most important of all—Google's ability to create and manage the greatest distributed super-computer that the world has ever seen."

2007. Reviews of *The Wizard of Menlo Park*:

Businessweek: "The inventor has inspired dozens of biographies...But the new book, written by a columnist for *The New York Times*, is both enjoyable and perceptive. Especially noteworthy is its debunking of Edison mythology and its focus on the inventor's true—and surprisingly limited—achievements and failure to capitalize fully on even those."

Los Angeles Times: "There is no shortage of Edison biographies, and at least 10 adult accounts of his life are in print, along with a nearly equal number of children's versions. That makes Randall Stross a pretty audacious guy, but in "The Wizard of Menlo Park: How Thomas Alva Edison Invented the Modern World," he makes a fascinating and altogether contemporary contribution to our understanding of an iconic American figure."

Bloomberg: "[It's] poignant to behold Randall E. Stross's portrait of Edison as a hapless entrepreneur who more often than not misjudged his market and was thrashed by rivals...He succeeded almost in spite of himself, Stross shows in his lively new book...However vain and imperfect Edison was, this biography is neither scolding nor hostile. Stross teats us in fair measure to elements of Edisonian vision."

International Social Science Review: "Does a masterful job of recapitulating Edison's life, times, and inventive legacy. Combining impeccable scholarship with a flair for story-telling, Stross's account goes beyond a mere recitation of the already well-known story of Edison's inventions and technical career. In this radical reassessment, he shows how Edison's impact on public opinion gathered a momentum which obscured the actual facts about his many disappointments and failures....It is destined to become the standard work on Edison and his era."

Publisher's Weekly: "Stross's clear-eyed biography will show readers why, even at the end of the 20th century, remains, outside the U.S., the best-known American ever."

2002. San Jose State University's College of Business. Outstanding Applied Research Award.

2000. Reviews of *eBoys*.

Wall Street Journal. "Mr. Stross gives readers a ringside seat at a singular moment in business history."

Industry Standard. "Gets to the heart of venture capital's mystique....Persuasively shows why this has captured the public's imagination as the latest version of the American dream."

San Jose Mercury News. "Filled with meaty dialogue and intriguing detail....If you have to read just one of these books, choose Stross'."

Toronto Globe and Mail: "Fascinating storytelling, a rare and very human portrait of individuals trying to sort through the complexities of e-commerce startups that also offers readers strategic and practical business insight."

Inc. "Stross delivers a romp with details galore about the venture-capital world."

Business 2.0. "A fascinating fly-on-the-wall look inside a venture capital house."

Salon. "Surprisingly fast-paced and engaging: a page-turner."

1997-1998. San Jose State University President's Scholar.

1996. San Jose State University. President's Special Recognition Award.

1996. Reviews of ***The Microsoft Way***:

Wall Street Journal: "Many books have been written about the company, but Randall Stross's *The Microsoft Way* shows the *inside* of the software giant's decision-making processes."

Boston Globe: "Lucid and entertaining....Stross was pleasantly surprised when Microsoft gave him access to everybody from Bill Gates on down, and opened up its corporate records as well."

Seattle Times: "A readable, well-documented exploration of Gates and his corporation's approach to doing business....*The Microsoft Way* contains lots of gritty detail, much of it substantiated by thoughtful endnotes. In an age when books tend to be shy on substantiation, Stross's work offers plenty of dog-eatable pages for future reference."

Kirkus Reviews: "Puts fast-growing Microsoft and the aspirations of Bill Gates (its quirky cofounder) in an appreciably clearer perspective than that to be found in the grumbling of green-eyed rivals or the clueless complaints of would-be trustbusters...A perceptive briefing on a consequential corporation that arguably qualifies as a national treasure."

1993. Reviews of ***Steve Jobs and the Next Big Thing***:

Wall Street Journal: "Mr. Stross's engaging style makes what is really business history read like a novel. Based on extensive interviews and published accounts, Mr. Stross uses vignettes and word pictures to make the computer industry and some of its unique personalities come alive."

New York Review of Books: "Randall Stross's wonderful book...combines clear mastery of the relevant technology with great story-telling skill."

San Jose Mercury News: "One of the most compelling business books of the year."

1991. *Bulls in the China Shop* named as one of the ten best books on business and economics in 1991 by *Businessweek*. "Stross has done a fine job."

Wall Street Journal: "This is a worthwhile book, which sheds light not only on Chinese but also on Americans...Mr. Stross offers genuine insights."

China Business Review: "Stross has a good feel for the pulse of the American business community in China, and his descriptions of expatriate life in China are full of good stories."

Far Eastern Economic Review: "Stross combines humour and depth in his finely written account of the evolving business relations between the U.S. and China over the past decade."

Spring 1990 and Spring 1988. San Jose State University, "Meritorious Performance and Professional Promise Awards," for teaching and research.

1986. Reviews of *The Stubborn Earth: American Agriculturalists on Chinese Soil, 1898-1937*:

Journal of Asian Studies: "Immensely readable and richly rewarding....This is a book of charm and narrative force."

Pacific Affairs: "A marvelous book....The story contained in this book is not only fascinating in itself, but also instructive as an example of how easily good intentions can be frustrated by entrenched attitudes and mutual misunderstanding borne out of a cultural divide. It is brilliantly told by Stross: his style is racy, the narrative flows swiftly and the detail adds colour and piquancy. At the same time, the author is at pains to analyze the significance of the various assistance schemes which he describes."

Journal of American History: "As America awakes to its reliance on the international community, it behooves the nation to bolster its training in international understanding via language and cultural awareness programs. All those involved in such efforts would do well to read Randall E. Stross's *The Stubborn Earth*."

Agricultural History: "This is an extraordinary book about some exceptional people and events during a tumultuous period in Chinese history. It is both highly informative and a marvelous read."