



Utopian Entrepreneur (Mediaworks Pamphlets)

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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