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**Get a front row seat
for the birth of the
digital age.**

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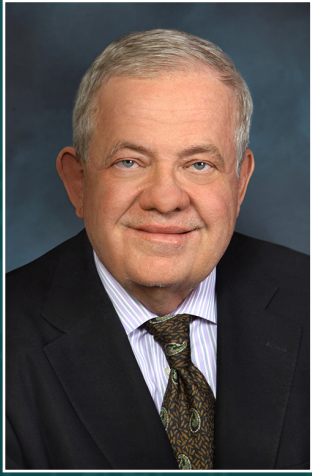
**STEVE CASE . . . LARRY ELLISON . . . STEVE JOBS . . .
SCOTT McNEALY . . . SEAN PARKER . . .**

Over more than half a century at the forefront of the technology revolution, Bill Raduchel encountered them all as a pioneering executive for McGraw-Hill, Xerox, Sun Microsystems, and AOL—where he was behind the scenes for the landmark merger with Time Warner.

He not only had a front-row seat but was a key player in the birth of the digital age in which we now live—from opening one of the first online futures trading services to delivering bids in the 1990s to buy NeXT and Apple to being “in the room” for the launch of licensed music on iTunes and ultimately to being named CTO of the Year at AOL Time Warner.

Packed with never-before-heard stories and timeless wisdom on the art of computer science, the business of technology, and the durable power of relationships, *The Bleeding Edge* provides a rare history of how and why the internet looks and feels the way it does today.

ABOUT THE AUTHOR



Bill Raduchel has served as a high-level executive and strategic adviser for organizations such as Sun Microsystems, AOL Time Warner, Xerox, McGraw-Hill, and the Salvation Army. Over half a century working with systems, software, and networks, he has remained at the forefront of the technology revolution in media, education, and corporate governance—including recognition at Sun as CIO of the Year and the top CFO in the computer industry and at AOL as CTO of the year. He holds more than fifty issued patents as well as a PhD in econometrics from Harvard, where he taught for five years with John Kenneth Galbraith. He has been writing software in some form since he turned fifteen years old in 1961. He is also the author of *The New Technology State*.

PRAISE FOR THE BLEEDING EDGE

“Bill Raduchel is a pioneer of the digital revolution. The deeply instructive stories in this book are much more than a compulsively readable personal history. They’re a master class in how to succeed in the business of technology.”

—Eric Schmidt, former CEO, Google, and co-author of *The New Digital Age*

“For more than half a century, Bill Raduchel has been the Zelig of the tech world—somehow involved in nearly everything and knowing everyone. This book should be required reading for anyone thinking about a career in tech.”

—Steve Case, co-founder and former CEO, AOL, and author of the *New York Times* bestseller *The Third Wave*

“Bill has been my thesis advisor, dorm advisor, economics professor, mentor, CXO, friend, and co-worker since 1973. At Sun for over a decade, he helped us take revenue from \$1 billion to \$14 billion. He steered us through a financial crisis in 1989 and was in the middle of every major deal and innovation. *The Bleeding Edge* gives a perspective on management and change that is unique. He was there. He lived and helped formulate it.”

—Scott McNealy, co-founder and former CEO, Sun Microsystems

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Bill Raduchel is available for interviews, features, book events, speaking engagements, and appearances.