Makers: The New Industrial Revolution

Chris Anderson
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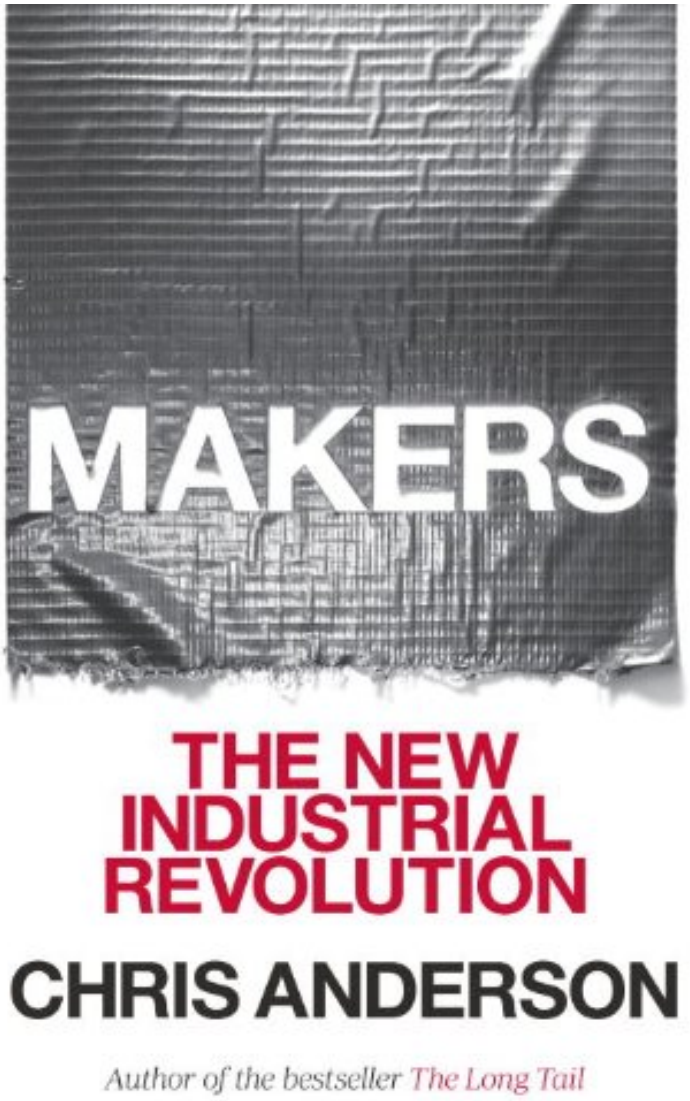

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Chris Anderson : Makers: The New Industrial Revolution before purchasing it in order to gage whether or not it would be worth my time, and all praised Makers: The New Industrial Revolution:

4 of 4 people found the following review helpful. A book for the interested as well as for those seriously considering doing itBy YodaThis book starts off with a story on the authorrsquo;s grandfather, a successful engineer and immigrant from the old country. The author tells the tale of how, many, many years ago an innovator had to not only come up with a successful idea but, more importantly, due to capital requirements stemming from a large number of factors (i.e., high fixed costs involved in manufacturing in particular), had to find a ldquo;partnerrdquo; in large

business who basically relegated the inventor to the sideline. The most a successful innovator, unless he was from a ldquo;moneyedrdquo; family or had connections, was to hand over de fact control of his invention to a larger partner. Those with even good ideas could never succeed unless they were able to find such partners.Today, according to the author, things have drastically changed. This is so, in a nutshell, for two reasons. One is that manufacturing technology has advanced to the point, cost wise and in terms of user friendliness, where production runs can be relatively small and yet still be (relatively) cost efficient. There is no longer, as in the past, the required use of very expensive molds, etc. that would make small production runs prohibitively expensive. The author discusses the main tool that enables this, the 3D printer, as well as electronic kit components. He spends quite a bit of time discussing this technology (for example the large variety of 3d printers and how they work and with what they work [plastic, wood, metal, etc.]). For the engineer working in the field or even the enthusiast this is not very enlightening. However, for the layman who is interested (either in terms of just curiosity or considering actually bringing a project to life), this would be very enlightening.The author then goes on to discuss the business model that can best be used, in his opinion, to bring to market an idea that requires manufacturing and/ electronic components and know-how. That model is the ldquo;open sourcerdquo; model. The author describes the many benefits of this model. This includes (not all inclusively) free labor and ideas provided by potential or actual users, the creation of ldquo;word of mouthrdquo; marketing, testing the size of the market to see if it is large enough to justify entry, etc. All of this is interesting. However, there are problems with that the open source model has that the author leaves unsaid. I do not know if this is willful or whether he just believes that some of these potential problems are not at all significant. A major one is that the use of volunteers, as opposed to employees, insures that people are supplying the needed know how throughout the entire product development and manufacturing phase. After all, employees need to work to be paid. Volunteers, on the other hand, can just leave or stop in an instant. In many cases without a seconds notice. Anyone who has worked in volunteer organizations knows this. In the authorrsquo;s model this is even more of a problem as the volunteers are linked via the internet and do not even know each other. This puts a significant dent on projects that have development phases that are more than very short periods of time. A big problem, even if the author does not mention it.The author also discusses financing. He again emphasizes internet based ldquo;open sourcerdquo; as opposed to more traditional ldquo;angelrdquo; investors (whose use would imply capital dilution) or bank financing that would require capital being tied up as collateral and interest payments. However, the author does not point out how difficult it is to use Kickstarter and similar internet sources to raise capital. They are not the panacea he makes them out to be.The author then provides 3 case studies that show how effectively the open source manufacturing and financing model can be used to help start up entrepreneurs. All show how successful the model has been. Unfortunately no statistics are provided regarding the percentage of entrepreneurs for which this road has been successful (as opposed to failing them or the use of more traditional methods such as partnering with large companies or ldquo;angelrdquo; investors).In short, the book has plenty of weaknesses. However, it also has plenty of strengths, especially in regard to small entrepreneurs interested in bringing their idea to market. For this reason alone it is worth reading by such people or even by those with just a passing curiosity.0 of 0 people found the following review helpful. It's also annoying, how he tries to sell the term "long ...By BrianIf you are reading this books in 2017 or later, and you are somewhat aware of the the technological advancement around you, this book doesn't bring too much that you don't already know. It is also poorly edited as the author mentioned 3D printing as an "additive" technology and CNC as a "subtractive" technology THREE times within the span of 3 chapters. Each time he would repeat what he said and add a little of information.It's also annoying, how he tries to sell the term "long tail", what does that even mean?! I later on found out it was the title of a book he has written prior, but there is no reason for me to know what it means, and it feels a bit arrogant in a way.What really turned me off and I confess I couldn't finish the book was when he started talking about his drone company, and at the time of his writing it was ascending into the cloud with funding and early startup success. He then went on to say manufacturing was easy and it was an easy business "you just have to sell the thing above your cost". At that moment I had to go online and do some research on this hot shot, only to find out his company has been out competed by other integrated drone manufacturer who has lower cost and better integration. it's a good example of bad business.I then try to listen to a few more minutes of the book to see whether it gets better, but I just couldn't bear listening to him pompously lecturing on how to be competitive (i.e. by having global reach like an internet company) and stay on top while knowing he is liquidating his company and firing everyone at his company.0 of 0 people found the following review helpful. What Do You Want To Make Today?By Sam ManiotesI found this book to be very interesting and full of a lot of insight. The author touched on a variety of relevant topics in manufacturing, automation, and the maker movement. The information presented throughout the book is very relevant in today's market. The author explains his personal global relationships with manufacturing companies around the world, and how the internet was responsible for making all that happen. I was impressed with his relationship with Alibaba - especially before the US IPO listing just this past month for Alibaba. This book is not about the 3D Printer Industry. This book is over the manufacturing industry and how we are in the middle of another technology shift that with the assistance of automation allows the human race to do so much more then ever before. Also, this book points out there are better technologies currently being developed in the 3D printing space that will change the way 3D Printing is performed.

Allowing us to do more than ever before. I really enjoyed reading this book and would recommend it to anyone who is interested in the maker movement.

3D Robotics co-founder and bestselling author Chris Anderson takes you to the front lines of a new industrial revolution as todayrsquo;s entrepreneurs, using open source design and 3-D printing, bring manufacturing to the desktop.nbsp; In an age of custom-fabricated, do-it-yourself product design and creation, the collective potential of a million garage tinkerers and enthusiasts is about to be unleashed, driving a resurgence of American manufacturing.nbsp; A generation of ldquo;Makersrdquo; using the Webrsquo;s innovation model will help drive the next big wave in the global economy, as the new technologies of digital design and rapid prototyping gives everyone the power to invent--creating ldquo;the long tail of thingsrdquo;.