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Build an unorthodox guide to making things worth making

Build: A guide to growing at work from Tony Fadell, written for anyone who wants to grow and filled with personal stories, practical advice and insights into impactful products and people of the 20th century. The book is an encyclopedia of leadership, design, startups, mentorship, decision-making, and success, with each entry building on the previous one to chart Tony's journey from a product designer to a leader and mentor. Tony Fadell's memoir 'Build' is a highly acclaimed guide to making things worth making. As one of the world's top experts on starting companies and creating products, Fadell distills his wisdom into a refreshingly candid book that offers valuable mentorship. With 30+ years of experience in Silicon Valley and over 300 patents, Fadell shares hard-won lessons from his successes and failures, including the creation of the iPod, iPhone, and Nest. Fadell's guidance is not limited to building products or companies; he also provides advice on creating a strong culture, meaningful career, and spotting good ideas. The book has been praised by renowned authors, entrepreneurs, and designers, who credit Fadell with being one of the most influential figures in Silicon Valley. With its unorthodox approach to making things worth making, 'Build' is an essential read for anyone interested in technology, entrepreneurship, or innovation. As a New York Times Bestseller and Top 10 Tech Book of 2022, it's a must-read for those looking to build something great or change the world. The book offers practical advice on various aspects of building a successful career or company, including team-building, product design, and management. Fadell's refreshing candor and contrarian views make this book a valuable resource for anyone seeking guidance from someone who has been there before. Whether you're an entrepreneur, inventor, or simply looking to build something meaningful, 'Build' is a treasure trove of insights, stories, and lessons that will inspire and guide you on your journey. As one of the most influential figures in Silicon Valley, Tony Fadell's guidance is essential reading for anyone seeking to create something truly remarkable. Tony Fadell, a renowned Silicon Valley veteran with over 30 years of experience, has compiled his extensive knowledge into a unique guidebook titled "Build". This comprehensive advice encyclopedia offers practical insights and captivating stories from Tony's journey as a product designer, startup founder, executive, and mentor. With chapters ranging from 5-20 pages each, the book provides actionable solutions to various workplace challenges, such as securing funding for startups or navigating career transitions. Drawing from his personal experiences alongside influential mentors like Steve Jobs and Bill Campbell, Tony shares unorthodox yet effective advice that focuses on understanding human nature rather than relying on gimmicks. Whether you're seeking guidance on building a great product, team, culture, or meaningful career, "Build" promises to inspire and inform readers as they navigate their professional growth. Tony Fadell's autobiography offers a glimpse into his journey from product designer to executive and mentor. The book chronicles his experiences with icons of Silicon Valley like Steve Jobs, providing insight into how he approached leadership and innovation. However, some reviewers found it difficult to overlook Fadell's past mistakes in treating employees poorly. Despite these concerns, the book offers practical advice for entrepreneurs and leaders facing similar challenges. The author Tony Fadell shares his insights on building successful businesses through his own experiences. As one of the creators of the iPod and iPhone, and founder of Nest, he has earned credibility due to the success of these projects. This book is a result of his desire to pass on his knowledge about innovation and entrepreneurship. The strategies that worked for Tony are outlined in this experience-based guide. The author's opinionated approach sets him apart from more research-based books. As the reviewer notes, they were able to extract valuable insights that resonated with their own experiences. A few criticisms of the book are mentioned, including Tony's dislike of certain business practices and his harsh opinions about companies like Google. However, despite these biases, many readers have found the book to be a valuable resource for building businesses and teams. The reviewer who initially gave it 3.5 stars enjoyed the author's distinctive voice and was able to skim over sections that didn't interest them. Overall, this book offers practical advice on innovation and entrepreneurship, making it a worthwhile read for those looking to start or grow their own business. Tony Fadell's experiences as an engineer and entrepreneur are detailed in his book "Build". The WSJ review highlights the author's credentials and the format of the book, which is organized into six sections. Each chapter is designed to be easily digestible and cross-referenced. The reviewer notes that Tony presents a series of bullet-pointed chapters that detail problems encountered during his 30-year career and how he overcame them. Some readers have criticized the book for being too focused on the author's own experiences rather than providing more general advice. However, others have found it to be a valuable resource for learning about innovation and entrepreneurship. The reviewer who gave it 5 stars notes that they were sad when the book ended because of how much they enjoyed reading it. Tony Fadell's book offers an engaging narrative of his journey as a successful entrepreneur and product developer. While some sections feel data-driven and prescriptive, they gradually give way to more personal and humanizing stories about his experiences in new tech venture development. The book is divided into two parts: the first focuses on tactical operational aspects, while the second explores the human side of entrepreneurship, including relationships, ideas, and personal aspirations. A key takeaway from the book is that one doesn't need to be an expert in everything to make a difference; caring about something is more important than being knowledgeable. However, some critics have noted that Fadell's arrogance and criticism of his peers can detract from the otherwise compelling stories, with some labeling him as "an asshole" who takes pleasure in creating enemies. Many companies, including Facebook, Twitter, Google, and Instagram, aim to sell users' data to big businesses. The book "The Trouble with Tech" provides advice on how to start a company, but it's often contradictory, telling people to be mission-driven leaders without being too controlling or exploitative. However, this approach can lead to negative consequences such as treating employees poorly and creating broken families. The author, Tony Fadell, praises companies like Apple and Uber, but criticizes others like Theranos for their excesses. He advises readers to manage rather than just do what they loved in their old job, and suggests that projects should not last longer than 18 months. The book is a memoir and how-to guide, with a focus on UX design principles such as personas and journeys. While it's a good introduction for those new to these concepts, it may not be helpful for practitioners looking for detailed advice. Fadell shares interesting anecdotes about his time at Philips, Apple, Nest, and other companies, but some of his points feel laced with venom, particularly towards Jony Ive. The book is somewhat padded and repetitive in its messaging, ultimately feeling "tired" due to its familiar tone and lack of fresh insights. Tony Fadell's Book Review: A Critical Analysis The author expresses disappointment with Fadell's book, perceiving it as a romanticized account of his career rather than a genuine exploration of lessons learned. The book's structure consists of chapters based on various events in Fadell's life, followed by what the author considers contrived "learnings" that fail to provide meaningful insights. Two key thoughts resonated with the author throughout their reading: (1) success does not equate to new perspectives on success, and (2) an autobiography should be presented as such, rather than disguised as a business book. The author also appreciates Fadell's ability to share his career experiences across multiple companies, including Apple, Nest, Philips, and Google. While the author acknowledges that "Build" has something for everyone in the working population, they emphasize its value lies in its entertainment factor. The book's co-author, Dina Lovinsky, is commended for contributing beautiful writing to the text. For a book that can be read in any order and referenced later, the sections are numbered and named for easy referencing and finding. The author provides a good overview on how to utilize the book, which serves as a mentor or coach, offering wisdom on various topics throughout one's career. Although the applicability of advice and anecdotes may vary outside the tech industry, some lessons remain universally valuable. August 17, 2022 This book is essential for starting and growing a company from inception to maturity and eventual sale. Fadell, creator of the iPod, iPhone, and Nest, shares valuable insights gained from his journey, including: 1. Gaining experience by working for others before launching your own venture. 2. Creating products that alleviate daily life's pain points. 3. Following your intuition when building new products, but considering data for versions 2 onwards. 4. Being cautious in financial decisions and seeking diverse advice. 5. Consulting with people before making significant decisions. 6. Securing CEO support for projects. 7. Hiring a specialist legal advisor to ensure thorough coverage. 8. Assembling a team by involving multiple people when hiring new staff. 9. Preparing the team as you grow the company, promoting individual contributors to lead roles. 10. Embracing loneliness at the top and seeking guidance from mentors. 11. Being prepared for potential culture shock when merging with other companies. 12. Knowing when to step down if you no longer feel competent or excited about leading. 13. Managing difficult bosses by trying to please them, reasoning with them, and being willing to walk away. December 23, 2023 Tony Fadell is an excellent teacher on startup thinking, sharing insightful stories from his experiences building the iPod, iPhone, General Magic, and Nest. This book offers a comprehensive approach to learning how to think like a startup founder, navigating various situations, whether within an existing company or starting anew. This book serves as both an autobiography and reference material, covering topics for learning startup thinking and navigating different scenarios throughout one's career. While it may be longer than other startup books, its narrative format makes it accessible and valuable for those interested in the field. Tony Fadell's "Build: An Unorthodox Guide to Making Things Worth Making" is a book that lays the foundation for understanding startup thinking and product design. Although it provides valuable insights into best practices for managing a career and leading a business, I was underwhelmed by its practicality. The book is an autobiography of Tony Fadell, who has led successful teams at companies like Apple, Nest, and Google. While the memoir offers a behind-the-scenes look at his experiences at General Magic, Philips, Apple, and Nest, it doesn't break new ground in terms of innovation or unique perspectives. Some aspects that resonate with me include Fadell's emphasis on process, design, and strategy as critical components of success. His willingness to share both successes and failures makes the book relatable. However, his American-centric approach might not appeal to everyone. What was disappointing for me was the lack of depth in terms of practical guidance. The book reads more like a self-promotional memoir than an actionable guide. It does highlight Fadell's contributions to designing iconic products like the iPod and iPhone, but ultimately feels less useful as a resource compared to other books on similar topics. Despite my reservations, the book is worth reading for those who admire Tony Fadell or are interested in his experiences at General Magic and Apple. O livro é uma biografia de Tony Fadell que apresenta um lado idílico da sua vida, destacando suas invenções em detrimento das contribuições de outros colaboradores. Embora o livro seja uma coleção de memórias, não há transparência sobre a verdadeira história por trás do desenvolvimento dos produtos Apple, como o Macintosh e o iPhone. Fadell é apresentado como um herói singular, com pouco destaque dado ao seu trabalho em conjunto com equipes de pessoas que contribuíram para esses projetos. O livro é organizado em seis seções, cada uma abordando aspectos importantes sobre como trabalhar em ambientes de crescimento e inovação. Fadell oferece conselhos práticos, destacando a importância do trabalho coletivo e da colaboração para o sucesso. Além disso, ele descreve suas experiências ao fundar a Nest Thermostats e como essas lições podem ser aplicadas em outros contextos. Outros leitores mencionam que o livro é uma fonte de inspiração e oferece conselhos práticos para quem deseja construir uma carreira em tecnologia. Fadell também discute a importância do design de produtos e como esse processo pode ser aplicado em diferentes contextos. Build by Tony Fadell is a captivating memoir that offers practical advice on product development, entrepreneurship, and innovation. Through engaging personal stories, the book provides valuable insights into the author's experiences as an industry icon. Fadell shares his wisdom on how to build great products, create meaningful careers, and drive cultural change. Reviewers praise the book for its candor, contrarian advice, and actionable guidance.

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