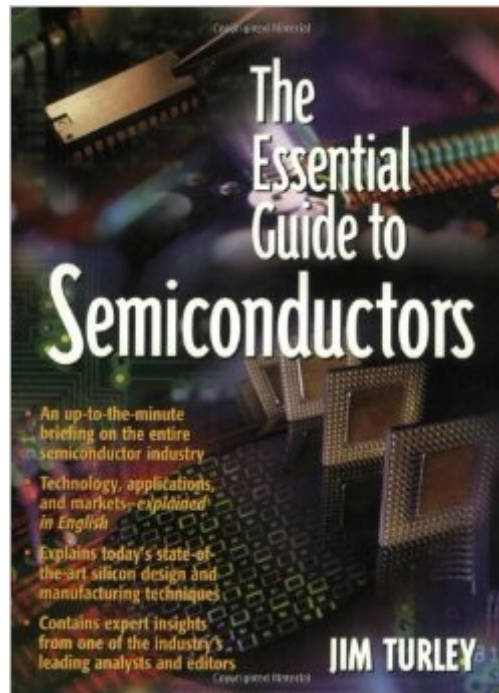


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# The Essential Guide To Semiconductors



## Synopsis

The Essential Guide to Semiconductors is a complete guide to the business and technology of semiconductor design and manufacturing. Conceptual enough for laypeople and nontechnical investors, yet detailed enough for technical professionals, Jim Turley explains exactly how silicon chips are designed and built, illuminates key markets and opportunities, and shows how the entire industry "fits together."

## Book Information

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## Customer Reviews

The title and editorial reviews live up to their billing (with one very minor exception - see below). As a former CEO of a software company who has been asked to consult to a fabless semiconductor design company, I needed to get up to speed on the basics of semiconductor technology as well as the value chain of the industry. This book provided the technology basics and then related it all to the general business world, something that is important to me as the company is supported by venture capitalists whose focus is both technology and economic success. The author explains technology concepts in a very readable fashion for the layman. For example, in describing FPGAs, he writes, "Programmable logic chips are like electronic Etch-a-Sketches, ready to use but not really finished. Customers imprint their own design onto them, making their own semicustom chips. . . Like a Etch-a-Sketch, you can erase the chip and start over any time you want, so there's no risk." This book provides a great overview and starting point. I've searched and bought several books related to the basics of semiconductors and found most of them to be too high-level or too much like a text

book with a lot of math exercises. This one delivers what is claimed. In fact, I rated another book 1-star, so my 5-stars for this book indicates an uninflated opinion of its helpfulness to me. A minor drawback is the editorial review claims it is sufficiently detailed for technical readers. Technical readers who want to understand the business of semicon or aspects outside of their direct field of work will likely find this book valuable, but if they are seeking technical details, there are better books out there.

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