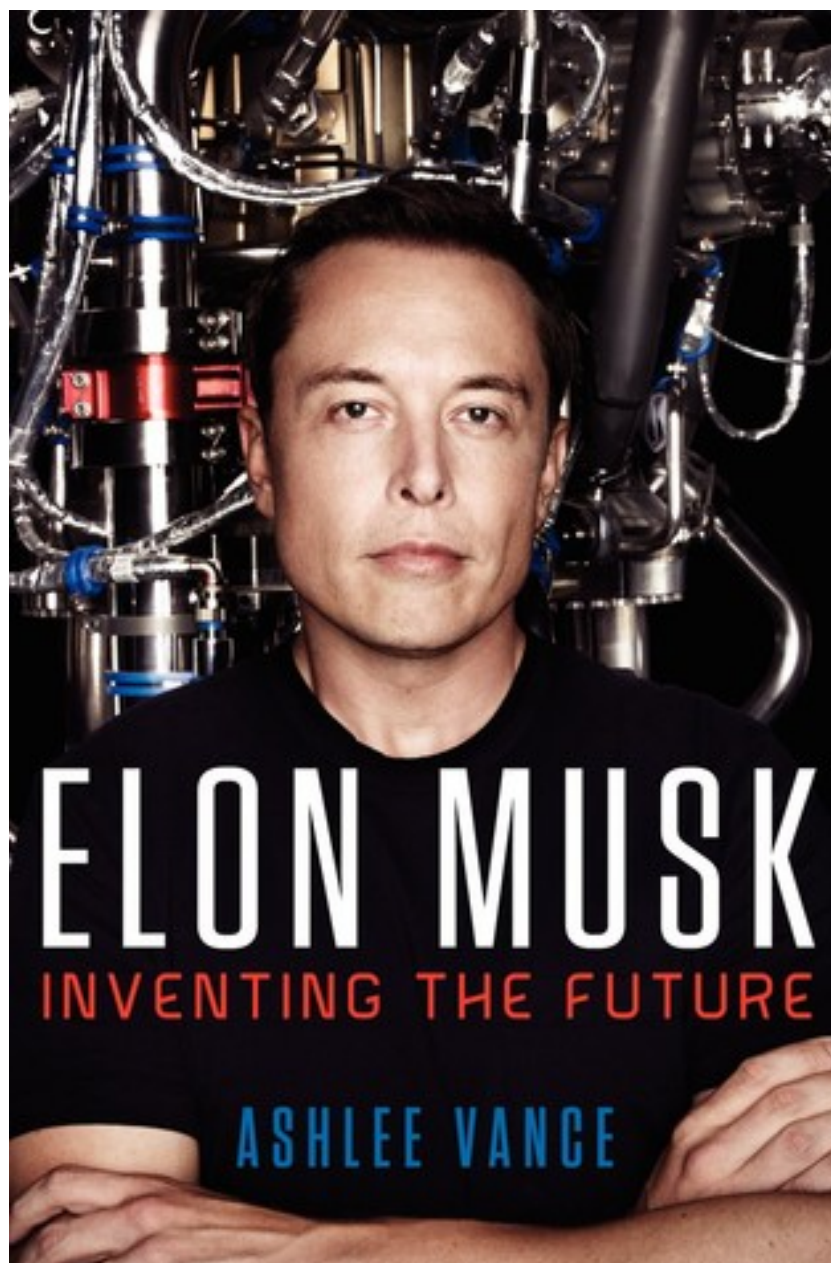


Elon Musk: Inventing the Future Book PDF Download



**By:
Ashlee Vance**

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What people Say:

Will Byrnes

Elon Musk is not exactly a name that rolls easily off the tongue, like say Tony Stark, the fictional person to whom he is most often compared, or even Steve Jobs, a real-world visionary, whose mantle Musk now wears. There is no question that Musk is a special individual, someone with BIG dreams and the drive, talent, and money to make them happen. But, like Jobs, and Stark for that matter, he might be an acquired taste on a personal level. In

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biographer Ashlee Vance gives us a picture of both the dreams and the man, peering back to where Musk began, describing his journey from then to now, looking at how he is impacting the world today, and gazing ahead to where he wants to go. It is a pretty impressive vista. Here is what it says on the SpaceX website

It might have seemed like visiting another planet when Musk split his home country of South Africa as a teen and headed to North America, anything to get away from an abusive upbringing. He seemed to be blessed not only with exceptional analytical capabilities, and probably an eidetic memory, but an impressively immense set of cojones. He was able to talk his way into whatever he needed and deftly talk his way out of trouble as well. Sometimes that entailed a bit of truth-bending, but whatever.

- from HarperCollins

Vance take us from his adolescence as a computer geek, bullied at school, through his arrival in Canada, cold-calling to get work, putting together his first dot.com startup, and using the money from that to invest in a banking-oriented company that would become PayPal. It was the mega-bucks from the sale of PayPal that would allow him to begin realizing his big dreams. In 2003, Musk bought into Tesla, then a struggling startup. The company took the early knowledge that lithium ion batteries had gotten pretty good, added some top level engineering, design and programming talent, and, after plenty of mis-steps and struggles, brought the remarkable all-electric Tesla Roadster to the market in 2008. Tesla followed this with the Model S in 2012. Not only did Consumer reports call this a great car, it named both the 2014 and 2015 versions the best overall cars of their years, and the best care they ever tested. The last time an auto startup succeeded in the USA was Chrysler, in the 1920s. But this is not about simply making a buck on a new car. The

long term goal is to shift our petrochemical auto industry to renewable power, and the Tesla is a nifty start. Not only is the car amazing, the company has constructed a nationwide series of charging stations where Tesla owners can recharge their vehicles for free. There are currently 499 such stations, with many more planned. Tesla is involved in building battery production factories, hoping to help support a growing electric-car auto-economy.

- from Tesla Motors

But this was not the only big notion that drove Musk. A parallel effort was to develop a solar power business. And with the help of a couple of enterprising cousins, he did just that. SolarCity provides the solar arrays that provide power to the Tesla charging stations, but it has also become one of the largest solar utilities in the nation, installing, maintaining a third of the nation's solar panel systems. There is obvious benefit to both Tesla and Solar City in sharing gains in battery and other technology. But I expect the third jewel in Musk's crown is his favorite, SpaceX.

- from Wikimedia

Musk doesn't have much going on here, nothing major, only an ardent desire to colonize Mars. But it takes the establishment of an infrastructure in order to get from point E to point M. Musk saw an opening in the market for satellite launch vehicles. Existing rockets blast things up into orbit and then burn up on their way back down. His idea was to design a rocket that could make its way back to earth in one piece, to be reused. And he has. SpaceX is nearing its goal of launching at least one rocket a month. The manifest available on SpaceX.com lists missions to date. The company also designed a capsule called the Dragon that can be used for cargo, but also for astronauts. The cost of launching a satellite using a Falcon is a fraction of what other options charge. The next step is a larger launch vehicle. Space X is expected to launch the first Falcon Heavy later this year, offering the biggest load capacity since the Saturn V was last used in 1973. And, while this is definitely good for business in the relatively short term, one must always keep in mind that this is a stage in a bigger plan for Musk. Once the launch infrastructure is established, plans can begin to move forward to put together Mars missions. Not go, look, and explore sorts of adventures, but establishing a colony, a permanent human presence on the red planet.

Maddie

&

Elon Reeve Musk!

Dream - Motivational Video

His parentage were Maye Musk a Canadian-English mother and a prominent model, and Errol Musk a British-English born father and a

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Elon Reeve Musk!

Dream - Motivational Video

His parentage were Maye Musk a Canadian-English mother and a prominent model, and Errol Musk a British-English born father and a mechanical engineer. Musk split his time between his home country and his mother's native country, Canada. He moved to Canada permanently at age 19

Musk taught himself computer programming and at the age of twelve he sold a computer code for a game called Blaster for a fee of \$500.

After high school, Musk moved to Canada at the age of 17 and obtaining Canadian citizenship through his mother who was a citizen of Canada.

Ana

Yes I am still crushing on Elon Musk. I'm counting on him to deliver on his promise of building a city on Mars. The time has come for us to destroy yet another planet.

Mark Bao

Excellent and inspiring. This book brought up one key question: do you have to be a bit reckless to be good? Musk was reckless in two areas: in the risks he took, and the way that he manages his companies.

As for the first, the number of near-death experiences that Tesla, SpaceX and earlier companies went through is almost a running joke throughout this story. The Falcon 1 failed three times, exhausting the company's funds, before achieving a successful fourth flight. Tesla avoided bankruptcy by

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As for the first, the number of near-death experiences that Tesla, SpaceX and earlier companies went through is almost a running joke throughout this story. The Falcon 1 failed three times, exhausting the company's funds, before achieving a successful fourth flight. Tesla avoided bankruptcy by taking on a NASA-approved loan from SpaceX plus a last-minute acquisition of a company Musk invested in pulled through, and avoided being derailed by a predatory investor by a bluff on the order of \$40 million. Combine these with the many situations where it didn't look like Tesla was going to build anything substantial, plus the negative media attention—the fact that Musk continued to persevere and pull through at times where most normal people would have given up is crazy.

This risk undoubtedly took a toll on his life and relationships, through three divorces and the insane sleep deprivation he and the others on the team go through. It brings up the question—when you're doing things as big as this, how reckless do you have to be? Should you have a breaking point? Does the sustainable, get-eight-hours-of-sleep-and-exercise approach really work? Or is the right thing to do actually to push through, get four hours of sleep, and get shit done? Are those that prefer the 'sustainable' option the ones that don't succeed as much, and the reckless ones the ones that actually make progress?

As for the second, the way that he manages his companies, he was reckless in what he demanded from people. The most notable story is of SpaceX, where employees worked on a crappy atoll in the Marshall Islands for months to deliver the Falcon 1 rocket launches. In a Jobs-like fashion, his outward personality is cold, demanding, and fearful: employees are on edge all the time and have to have answers. If someone is the bottleneck on a project, there's immense pressure on them to deliver. And you never want to be the deliverer of bad news—and if you are, you better have a solution to back it up:

And while that is actually a good way to work—to have everything lined up—is Musk's approach

the right way to manage a company? Is it the only way to be successful on incredibly difficult things? Or are Tesla and SpaceX successful in spite of this way of workingâ€”that it actually holds people back?

Other than those questions, this is a very good overview of Musk's life and personality, and the trials and tribulations he went through to be successfulâ€”a path beset by an immense number of setbacks and late deliveries.

What comes through clearly is how much of a genius this guy was. To get a sense of what this guy is like, consider that in his childhood, he ran out of books to read at the local library and the school library, and sometimes would read for ten hours a day. Dude also has a memory that's not only photographic, but he can wrangle images and numbers and relationships between them in his head. Insane. His ability to ingest and retain information, and his approach to knowledge, is nuts:

What also comes across was how much Musk believes in the technological future and how much he has done to restore that promise to humanity. It's clear that he is one of the top people pushing technology and humanity forward, and that's incredibly inspiring.

Louise

3.5 Stars

I like the can-do attitude Vance took with hounding Musk and wearing him down till he agreed to cooperate with this biography. I also appreciated all the "Holy crap, Musk is CRAZY. CRAZY like a fox," moments I had while reading this. The only thing that keeps this from being a 4-star book is that the reporting and writing leans too heavily on idolatry. There were passages where I literally cringed at how much of a fanboy Vance sounded like.