



Columbia Institute
for Tele-Information

“History, Innovation and Life at Bell Labs”

Presentation of two new books and discussion with
authors Jon Gertner, A. Michael Noll and Michael
Geselowitz

Columbia University, New York

Uris Hall 303

July 31, 2012

5:30pm – 7:30pm

The Columbia Institute for Tele-Information (CITI) is proud to host the presentation of two recent books focusing on the famed Bell Labs.

Jon Gertner’s *The Idea Factory: Bell Labs and the Great Age of American Innovation* (Penguin Press, 2012), covers much of Bell Labs history, starting with its foundation. *Bell Labs Memoirs: Voices of Innovation* (IEEE History Center, 2011) is co-edited by A. Michael Noll and Michael Geselowitz and presents biographical snapshots of a sampling of people at the Murray Hill research facility during the 1960s.

In addition to the two authors, Bell Labs’ Chief Scientist Alice E. White and Greg Harper of Harpervision will be on hand to further the discussion on the continued importance of Bell Labs.

Jon Gertner was a longtime contributing writer for *The New York Times Magazine* and is now an editor at *Fast Company Magazine*. A. Michael Noll, Ph.D. is professor emeritus at the University of Southern California, a director of CITI, and a former researcher at Bell Telephone Laboratories. Michael N. Geselowitz, Ph.D. is Staff Director of the IEEE History Center. Alice White was named Chief Scientist of Bell Labs in May 2011. Since 1989, she has held various leadership

positions at Bell Labs including Director of Materials Physics Research, Director of Integrated Photonics Research, VP of the Physical Technologies Research Center, and location leader for Bell Labs North America.