



# Too Blue

# Dennis Andrews

## Too Blue!: The IBM PC from an Acorn to a Renegade

Long before Apple became a household name and Bill Gates the poster child for computational wealth, there was IBM and a few crazy visionaries who saw a future NO ONE ELSE could have predicted!

In his thrilling work, *TOO BLUE!*, Dennis Andrews pulls back the curtain of IBM's history to reveal the sometimes serendipitous, sometimes nerve-racking technological space-race to develop a computer that would change the course of history!

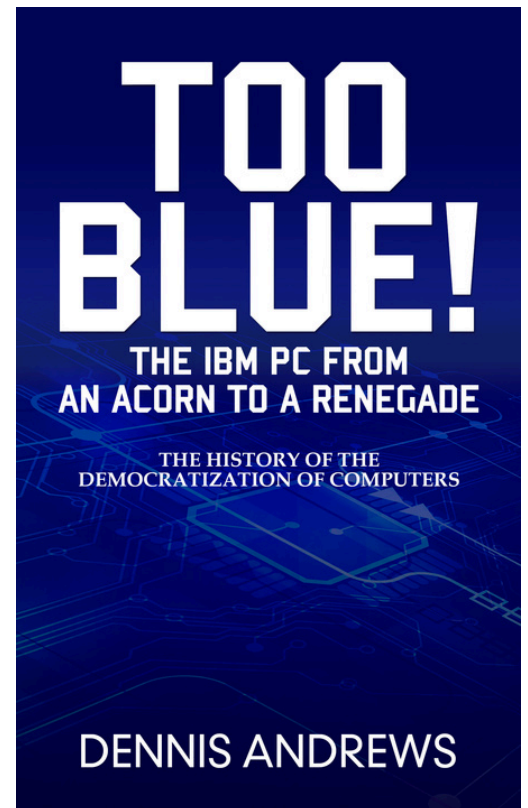
Discover how a small, relatively unknown team of engineers at IBM:

- “colored outside the blue line,” thus shifting IBM's mainframe business to an untapped and “fruitless” market;
- pitched and signed what was then a small but feisty Microsoft Corporation (and Bill Gates) to the Acorn Project;
- fought a corporate slew of internal naysayers that deemed the PC as a risky and unnecessary reputational hazard;
- elevated personal computers from relative obscurity to a household product for millions worldwide;
- took the IBM PC from zero units in 1980 to just over 2M units in 1984 and a 34 percent market share;
- and much, much more.

What almost never was - the story of IBM and the personal computer - is a breathtaking technological adventure fraught with corporate perils and groundbreaking innovation.

For translation rights inquiries, please contact [Sylvia@SylviaHayseLiterary.com](mailto:Sylvia@SylviaHayseLiterary.com).

**Dennis Andrews**, after graduating with honors from Penn State University in 1968 with a degree in Theoretical Mathematics and already married with one child, reluctantly took a job offer from IBM. Twenty-one years later, he would finally leave IBM, taking with him boxes of memorabilia from his seven years in Boca Raton, FL, where he saw the debut of the IBM PC and the PS/2.



#1 in Computing Industry History  
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Dennis keeps you on the edge of your seat in this full-blown expose of the evolution of the PC. - Peter Matuchniak CTO, Maxxess Systems