

**SUNBURST**

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**The Ascent  
of Sun  
Microsystems**

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**Mark Hall and John Barry**

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**Foreword by Tom Peters**

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# Foreword

Sun Microsystems has emerged as one of the most intriguing success stories of the 1980s. As we enter the 1990s, the company's winning streak shows little sign of abating in the long term. In *Sunburst: The Ascent of Sun Microsystems*, authors Mark Hall and John Barry examine Sun's first eight years, concentrating on how Sun achieved its remarkable growth. Sun started as a workstation company, but it continues to expand its horizons in the direction of becoming a general-purpose computer company. Although Sun operates in the high-performance computer arena, its strategies and actions are applicable to any company rocketing to the top of its market. *Sunburst* is important reading for anyone piloting such a company or wanting to experience the rocket ride.

Sun has successfully sold its products, in large part, because it understands the needs of its customers. It has an overarching strategic plan that guides its entire organization. That plan is effectively communicated throughout the company so that nearly everyone understands the logic behind decisions. Sun builds excellent products and brings them to market in a timely manner. It takes chances but is not reck-

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