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# Moonshot What Landing A Man On The Moon Teaches Us

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*Moonshot  
What  
Landing A  
Man On The  
Moon  
Teaches Us*      2019-12-08

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**LUCIANO BRIGHT**

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**Apollo, the Race to  
the Moon** Ballantine  
Books

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping

their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system,

objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators

including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

*Moonshot!*

RosettaBooks

In *What's Your Moonshot?* trend and innovation strategist John Sanei explains how to ask the bigger, bolder, more courageous questions that will help you thrive--rather than merely survive--in our exponentially changing times. With a future-focused victor mindset, Sanei decodes the mega-trends that are reshaping human behavior, the way we do business, and the way we live our lives.

He then explains how to innovate your business with the ultimate aim of becoming the new type of billionaire: someone who positively affects billions of people. As the foundations of modern economies-- transportation, communication and energy--start becoming free or virtually free, massive transformative ideas can now be driven by individual ambition and determination. No longer the sole domain of nations and global organizations, these pioneering, game-changing missions, or Moonshots, are defined by thinking big to drive change and shape the future.

The Right Stuff

Smithsonian Institution  
The best-selling author of 59 Seconds

challenges popular self-help approaches while counseling readers to take specific actions to improve outlook and circumstances, drawing on scientific findings to demonstrate how simple physical activities, from smiling to walking briskly, can alleviate common challenges.

Chasing the Moon

Hachette UK  
“An extraordinary delight for a reader of any age.” —The New York Times Book Review  
Brian Floca explores Apollo 11’s famed moon landing with this newly expanded edition of Moonshot! Simply told, grandly shown, and now with eight additional pages of brand-new art and more in-depth

information about the historic moon landing, here is the flight of Apollo 11. Here for a new generation of readers and explorers are the steady astronauts clicking themselves into gloves and helmets, strapping themselves into sideways seats. Here are their great machines in all their detail and monumentality, the ROAR of rockets, and the silence of the Moon. Here is a story of adventure and discovery—a story of leaving and returning during the summer of 1969, and a story of home, seen whole, from far away.

**Shoot for the Moon**

Forge Books  
A New York Times  
Bestseller "Celebrates  
a bold era when  
voyaging beyond the

Earth was deemed crucial to national security and pride." - The Wall Street Journal  
Restoring the drama, majesty, and sheer improbability of an American triumph, this is award-winning historian Craig Nelson's definitive and thrilling story of man's first trip to the moon. At 9:32 a.m. on July 16, 1969, the Apollo 11 rocket launched in the presence of more than a million spectators who had gathered to witness a truly historic event. Through interviews, 23,000 pages of NASA oral histories, and declassified CIA documents on the space race, Rocket Men presents a vivid narrative of the moon mission, taking readers on the journey to one of the last frontiers of

the human imagination.

*Think Like a Rocket Scientist* HarperCollins  
The former Apple CEO “delivers a clear message to individuals, entrepreneurs, and corporations: change . . . or wither” (Booklist). The future belongs to those who see the possibilities before they become obvious. This is the most exciting time ever to be part of the business world. Throughout history, there are some events that stand out as so groundbreaking that they completely change life as we know it. The Apollo moon landing of 1961 was one of those events—the invention of the Apple personal computer was another. In this book, John Sculley, former CEO of both Pepsi and Apple,

discusses an era that is giving birth to numerous groundbreaking events and inventions—moonshots—that will change the way we live and work for generations to come. He offers wisdom for a new breed of innovative entrepreneurs to build businesses across industries that will bring in billions of dollars—while changing people’s lives for the better.

*Moonshot!* lays out a roadmap for building a truly transformative business, beginning with a can’t-fail concept and drawing on clear examples from companies who’ve done innovation right.

### **Apollo’s Muse**

Metropolitan Museum of Art  
*In A Shot in the Arm,*

MIT Professor Yossi Sheffi recounts the extraordinary journey to deliver Covid-19 vaccines: from scientific advancements to candidate vaccines and mass vaccination. It is a story of bold innovation, risk-taking, and teamwork as scientists, engineers, supply chain experts, manufacturers, and governments collaborated on the greatest product launch in history. The book also highlights the breathtaking potential of revolutionary mRNA technology and the vital lessons for combating other global challenges, including climate change.

[Apollo 11](#) Simon and Schuster  
From New York Times bestselling author and

astronaut Chris Hadfield comes this exceptional thriller and "exciting journey" into the dark heart of the Cold War and the space race (Andy Weir, author of *The Martian* and *Project Hail Mary*). 1973: a final, top-secret mission to the Moon. Three astronauts in a tiny spaceship, a quarter million miles from home. A quarter million miles from help. NASA is about to launch Apollo 18. While the mission has been billed as a scientific one, flight controller Kazimieras "Kaz" Zemeckis knows there is a darker objective. Intelligence has discovered a secret Soviet space station spying on America, and Apollo 18 may be the only chance to stop it. But even as Kaz races

to keep the NASA crew one step ahead of their Russian rivals, a deadly accident reveals that not everyone involved is quite who they were thought to be. With political stakes stretched to the breaking point, the White House and the Kremlin can only watch as their astronauts collide on the lunar surface, far beyond the reach of law or rescue. Full of the fascinating technical detail that fans of *The Martian* loved, and reminiscent of the thrilling claustrophobia, twists, and tension of *The Hunt for Red October*, *The Apollo Murders* is a high-stakes thriller unlike any other. Chris Hadfield captures the fierce G-forces of launch, the frozen loneliness of space, and the fear of holding

on to the outside of a spacecraft orbiting the Earth at 17,000 miles per hour as only someone who has experienced all of these things in real life can. Strap in and count down for the ride of a lifetime. "Packed with cosmic action... Featuring undercover spies, scheming Russians and psychopathic murderers, sometimes all at once, it teems with authoritative details." —The New York Times "Nail-biting . . . I couldn't put it down." —James Cameron, writer and director of *Avatar* and *Titanic* "Not to be missed." —Frederick Forsyth, author of *The Day of the Jackal* "An explosive thriller by a writer who has actually been to space . . . Strap in for the ride!"



—Gregg Hurwitz,  
author of Orphan X  
**One Small Step for  
Man, One Giant Leap  
for Mankind July  
20th 1969** Houghton  
Mifflin Harcourt  
What's the best way to  
transform teams,  
elevate leaders and  
catapult careers?  
Launch a Moonshot —  
a game-changing  
project that disrupts  
business as usual.  
Drawing on the  
seminal 1961  
Moonshot story of  
President Kennedy as  
well as real-life stories  
from the authors' work,  
The Moonshot Effect  
steps you through the  
elements of a  
successful moonshot,  
from assembling a high  
performance team,  
selling your vision and  
executing the plan. The  
Moonshot Effect is a  
must-read for leaders  
and includes 24 critical

practices that are not  
only essential to  
leading and managing  
a successful moonshot,  
but can benefit  
executives and  
entrepreneurs on a  
daily basis. With Lisa  
and Kate as your  
guides, you'll be ready  
to launch your own  
moonshot. Kate Purmal  
and Lisa Goldman were  
members of  
extraordinary  
moonshot teams early  
in their careers and  
have since inspired, led  
or guided countless  
moonshot projects.  
Today, they speak and  
write about the power  
of moonshots and  
challenge CEOs,  
leaders and their  
teams to launch  
projects that will  
transform their  
businesses and  
careers.  
Moonshot Icon Books  
'Terrific and

enthraling' New Scientist Fifty years ago, in July 1969, Apollo 11 became the first manned mission to land on the Moon, and Neil Armstrong the first man to step on to its surface. He and his crewmates, Buzz Aldrin and Michael Collins, were the latest men to risk their lives in this extraordinary scientific, engineering and human venture that would come to define the era. In *Apollo 11: The Inside Story*, David Whitehouse reveals the true drama behind the mission, putting it in the context of the wider space race and telling the story in the words of those who took part - based around exclusive interviews with the key players. This enthralling book takes

us from the early rocket pioneers to the shock America received from the Soviets' launch of the first satellite, Sputnik; from the race to put the first person into space to the iconic Apollo 11 landing and beyond, to the agonising drama of the Apollo 13 disaster and the eventual winding-up of the Apollo program. Here is the story as told by the crew of Apollo 11 and the many others who shared in their monumental endeavour. Astronauts, engineers, politicians, NASA officials, Soviet rivals - all tell their own story of a great moment of human achievement.

**Moonshots** Purdue University Press  
The Apollo 11 mission began as a challenge.

In 1961 President John F Kennedy committed the United States to achieving, within the decade, the goal of landing a man on the Moon and returning him safely to the Earth. This book tells the Apollo 11 story through the medium of artist Adrian Buckley's atmospheric imagery. It is a story of epic heroism and technological endeavour, a tale of three extraordinary men and their incredible achievement: Mission Commander Neil Armstrong, Lunar Module Pilot Edwin 'Buzz' Aldrin and Command Module Pilot Michael Collins. On 21 July 1969, when Neil Armstrong opened the hatch in the Lunar Module and descended the ladder to set foot

on the surface of the Moon, he became in an instant the greatest traveller in human history. Written for children, but with parents very much in mind, this is a book to be explored and enjoyed.

**Moonwalk** Random House

For many, the moon landing was the defining event of the twentieth century. So it seems only fitting that Norman Mailer—the literary provocateur who altered the landscape of American nonfiction—wrote the most wide-ranging, far-seeing chronicle of the Apollo 11 mission. A classic chronicle of America's reach for greatness in the midst of the Cold War, *Of a Fire on the Moon* compiles the reportage Mailer published

between 1969 and 1970 in Life magazine: gripping firsthand dispatches from inside NASA's clandestine operations in Houston and Cape Kennedy; technical insights into the magnitude of their awe-inspiring feat; and prescient meditations that place the event in human context as only Mailer could. Praise for *Of a Fire on the Moon* "The gift of a genius . . . a twentieth-century American epic—a Moby Dick of space."—New York "Mailer's account of Apollo 11 stands as a stunning image of human energy and purposefulness. . . . It is an act of revelation—the only verbal deed to be worthy of the dream and the reality it celebrates."—Saturday Review "A wild and dazzling book."—The

New York Times Book Review "Still the most challenging and stimulating account of [the] mission to appear in print."—The Washington Post Praise for Norman Mailer "[Norman Mailer] loomed over American letters longer and larger than any other writer of his generation."—The New York Times "A writer of the greatest and most reckless talent."—The New Yorker "Mailer is indispensable, an American treasure."—The Washington Post "A devastatingly alive and original creative mind."—Life "Mailer is fierce, courageous, and reckless and nearly everything he writes has sections of headlong brilliance."—The New York Review of Books

“The largest mind and imagination [in modern] American literature . . . Unlike just about every American writer since Henry James, Mailer has managed to grow and become richer in wisdom with each new book.”—Chicago Tribune “Mailer is a master of his craft. His language carries you through the story like a leaf on a stream.”—The Cincinnati Post

Of a Fire on the Moon  
Simon & Schuster  
Instant New York Times Bestseller As the fiftieth anniversary of the first lunar landing approaches, the award winning historian and perennial New York Times bestselling author takes a fresh look at the space program, President John F. Kennedy’s

inspiring challenge, and America’s race to the moon. “We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win.”—President John F. Kennedy On May 25, 1961, JFK made an astonishing announcement: his goal of putting a man on the moon by the end of the decade. In this engrossing, fast-paced epic, Douglas Brinkley returns to the 1960s to recreate one of the most exciting

and ambitious achievements in the history of humankind. American Moonshot brings together the extraordinary political, cultural, and scientific factors that fueled the birth and development of NASA and the Mercury, Gemini and Apollo projects, which shot the United States to victory in the space race against the Soviet Union at the height of the Cold War. Drawing on new primary source material and major interviews with many of the surviving figures who were key to America's success, Brinkley brings this fascinating history to life as never before. American Moonshot is a portrait of the brilliant men and women who made this giant leap possible, the technology that

enabled us to propel men beyond earth's orbit to the moon and return them safely, and the geopolitical tensions that spurred Kennedy to commit himself fully to this audacious dream. Brinkley's ensemble cast of New Frontier characters include rocketeer Wernher von Braun, astronaut John Glenn and space booster Lyndon Johnson. A vivid and enthralling chronicle of one of the most thrilling, hopeful, and turbulent eras in the nation's history, American Moonshot is an homage to scientific ingenuity, human curiosity, and the boundless American spirit.

### **One Giant Leap**

Macmillan  
 LONGLISTED FOR THE  
 NATIONAL BOOK

AWARD • YALSA  
EXCELLENCE IN  
NONFICTION FINALIST  
• A ROBERT F. SIBERT  
HONOR BOOK This  
beautifully illustrated,  
oversized guide to the  
people and technology  
of the moon landing by  
award-winning  
author/illustrator John  
Rocco (illustrator of the  
Percy Jackson series) is  
a must-have for space  
fans, classrooms, and  
tech geeks. Everyone  
knows of Neil  
Armstrong's famous  
first steps on the  
moon. But what did it  
really take to get us  
there? The Moon  
landing is one of the  
most ambitious,  
thrilling, and  
dangerous ventures in  
human history. This  
exquisitely researched  
and illustrated book  
tells the stories of the  
400,000 unsung  
heroes--the engineers,

mathematicians,  
seamstresses, welders,  
and factory workers--  
and their innovations  
and life-changing  
technological leaps  
forward that allowed  
NASA to achieve this  
unparalleled  
accomplishment. From  
the shocking launch of  
the Russian satellite  
Sputnik to the  
triumphant splashdown  
of Apollo 11, Caldecott  
Honor winner John  
Rocco answers every  
possible question  
about this world-  
altering mission. Each  
challenging step in the  
space race is revealed,  
examined, and  
displayed through  
stunning diagrams,  
experiments, moments  
of crisis, and  
unforgettable human  
stories. Explorers of all  
ages will want to pore  
over every page in this  
comprehensive

chronicle detailing the grandest human adventure of all time! *Mission Economy* Mulholland Books 'Fascinating new book examines the history of Nasa's Apollo space missions' Daily Mail \_\_\_\_\_ Eight key lessons to revolutionise your life with the mindset that got man to the moon. 20th July 1969: Neil Armstrong becomes the first person to walk on the Moon. We all recognize this to be one of mankind's greatest achievements. Yet what did it take to make John F. Kennedy's dream a reality? In this remarkable book, Professor Richard Wiseman presents a pioneering study of the mindset that took humanity to the Moon, and shows how you

can harness and use it to achieve the extraordinary in your everyday life. Combining personal interviews, mission archives and cutting-edge psychology, Wiseman embarks on the ultimate voyage through inner space. Along the way he identifies eight key principles that make up the Apollo Mindset, including how pessimism is crucial to success, and how fear and tragedy can be transformed into hope and optimism. You will discover a series of practical techniques that you can use to incorporate these winning principles into both your professional and personal life. Whether you want to start a business venture, change careers, find your



perfect partner, raise a loving family, get promoted, gain a new qualification, escape the rat race, or pursue a lifelong passion, these techniques will help you to reach your own Moon.

**American Moonshot**

Voyageur Press (MN)

In *Making Moonshots*, investor and operator Rahul Rana asks the question: Why should we live in a world of incremental scientific and technological progress when the human race has proven in past eras that we are capable of so much more? The world faces major problems. It is time for conventional thinkers to stand aside and give way to the crazy ones, the contrarians, the radically creative geniuses who work outside the box to

create massive breakthroughs. In what is both a prescription for building successful deeptech startups and a call to arms to generate highly moral, deeply influential solutions that will positively affect the lives of billions, this book will teach you: The mindsets and philosophies of the greatest trailblazers of the past and present. Actionable strategies fueled by moonshot thinking. The complex ecosystem and all of its necessary moving parts for creating environments conducive to deeptech business operations. A tangible and reasonable course for entrepreneurs that will result in sustainable profitability and extraordinary global-changing results. Rana

predicts a new golden age is about to erupt in modern times. Dare to dream bigger. Let's make some moonshots.

*Moon Shot* Penguin

"This is the best book on Apollo that I have read. Extensively researched and meticulously accurate, it successfully traces not only the technical highlights of the program but also the contributions of the extraordinary people who made it possible."

-Mike Collins, command module pilot, Apollo 11  
When the alarm went off forty thousand feet above the moon's surface, both astronauts looked down at the computer to see 1202 flashing on the readout. Neither of them knew what it meant, and time was running out... ON JULY

20, 1969, Neil Armstrong and Buzz Aldrin became the first humans to walk on the moon. One of the world's greatest technological achievements-and a triumph of American spirit and ingenuity-the Apollo 11 mission was a mammoth undertaking involving more than 410,000 men and women dedicated to winning the space race against the Soviets. Set amid the tensions of the Cold War and the upheavals of the sixties, and filled with first-person, behind-the-scenes details, *Shoot for the Moon* is a gripping account of the dangers, the challenges, and the sheer determination that defined not only Apollo 11, but also the Mercury and Gemini

missions that came before it. From the shock of Sputnik and the heart-stopping final minutes of John Glenn's Mercury flight to the deadly whirligig of Gemini 8, the doomed Apollo 1 mission, and that perilous landing on the Sea of Tranquility-when the entire world held its breath while Armstrong and Aldrin battled computer alarms, low fuel, and other problems- James Donovan tells the whole story. Both sweeping and intimate, *Shoot for the Moon* is "a powerfully written and irresistible celebration" (Booklist, starred review) of one of humankind's most extraordinary feats of exploration.

Making Moonshots

Random House

As a young boy, Neil

Armstrong had a recurring dream in which he held his breath and floated high in the sky. He spent his free time reading stacks of flying magazines, building model airplanes, and staring through a homemade telescope. As a teenager, Neil worked odd jobs to pay for flying lessons at a nearby airport. He earned his student pilot's license on his sixteenth birthday. But who was to know that this shy boy, who also loved books and music, would become the first person to set foot on the moon, on July 20, 1969.

*The Moonshot Effect*  
MIT CTL Media

In the years between the historic first moon landing by Apollo 11 on July 20, 1969, and his death at age 82 on

August 25, 2012, Neil Armstrong received hundreds of thousands of cards and letters from all over the world, congratulating him, praising him, requesting pictures and autographs, and asking him what must have seemed to him to be limitless—and occasionally intrusive—questions. Of course, all the famous astronauts received fan mail, but the sheer volume Armstrong had to deal with for more than four decades after his moon landing was staggering. Today, the preponderance of those letters—some 75,000 of them—are preserved in the archives at Purdue University in West Lafayette, Indiana.

Dear Neil Armstrong:  
Letters to the First Man

on the Moon publishes a careful sampling of these letters—roughly 400—reflecting the various kinds of correspondence that Armstrong received along with representative samples of his replies. Selected and edited by James R. Hansen, Armstrong’s authorized biographer and author of the New York Times best seller *First Man: The Life of Neil A. Armstrong*, this collection sheds light on Armstrong’s enduring impact and offers an intimate glimpse into the cultural meanings of human spaceflight. Readers will explore what the thousands of letters to Neil Armstrong meant not only to those who wrote them, but as a snapshot of one of humankind’s greatest

achievements in the twentieth century. They will see how societies and cultures projected their own meanings onto one of the world's great heroes and iconic figures.

Apollo 11 Moon  
Landing July 20 1969  
Simon & Schuster  
"Picturing Apollo 11 is  
an unprecedented

photographic history of the space mission that defined an era. Through a wealth of unpublicized and recently discovered images, this book presents new and rarely-seen views of the people, places, and events involved in the pioneering first moon landing of July 20, 1969."--Amazon.com.