Robert M. Price rose through the ranks at Control Data to serve as Chairman, President and CEO from 1986 to 1990. After retiring from Control Data, he taught at Duke University’s Fuqua School of Business. Price is President and CEO of PSV, Inc., offering consulting services in technology and corporate strategy. He has served on numerous boards of Fortune 500 companies as well as start-ups. He is author of The Eye for Innovation: Recognizing Possibilities and Managing the Creative Enterprise, published by Yale University Press in 2005.

Thomas J. Misa is director of the Charles Babbage Institute at the University of Minnesota, where he holds the Engineering Research Associates–Land Grant Chair in the History of Technology.

Building the Control Data Legacy gives a unique behind-the-scenes view into the Control Data Corporation during its ascent into the top rank of the computer industry. This detailed 15-part oral history starts with Robert M. Price’s work programming the first generation of computers in California. Then, in 1961, he joined Control Data. For the next 29 years, Price was in key positions as Control Data grew from a Minneapolis startup into a multi-billion-dollar global company.

Lively anecdotes provide an in-depth assessment of Control Data’s founder William C. Norris and his inimitable style. Of special note are Price’s incisive observations about corporate social responsibility and the “lessons learned” from a remarkable business career. Profusely illustrated with more than 80 archival photographs.