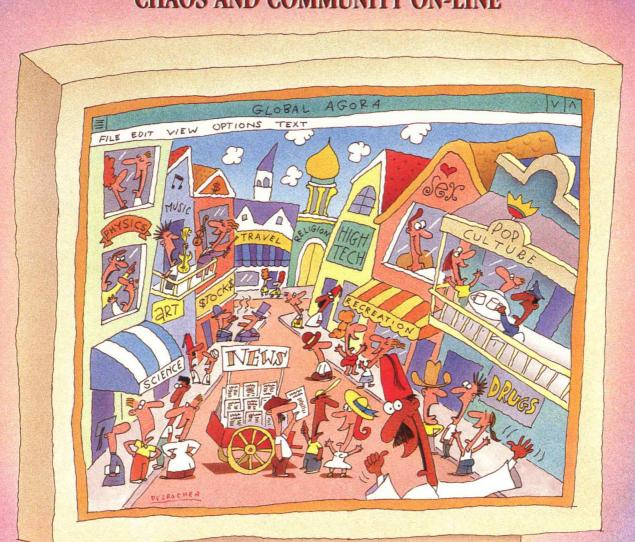
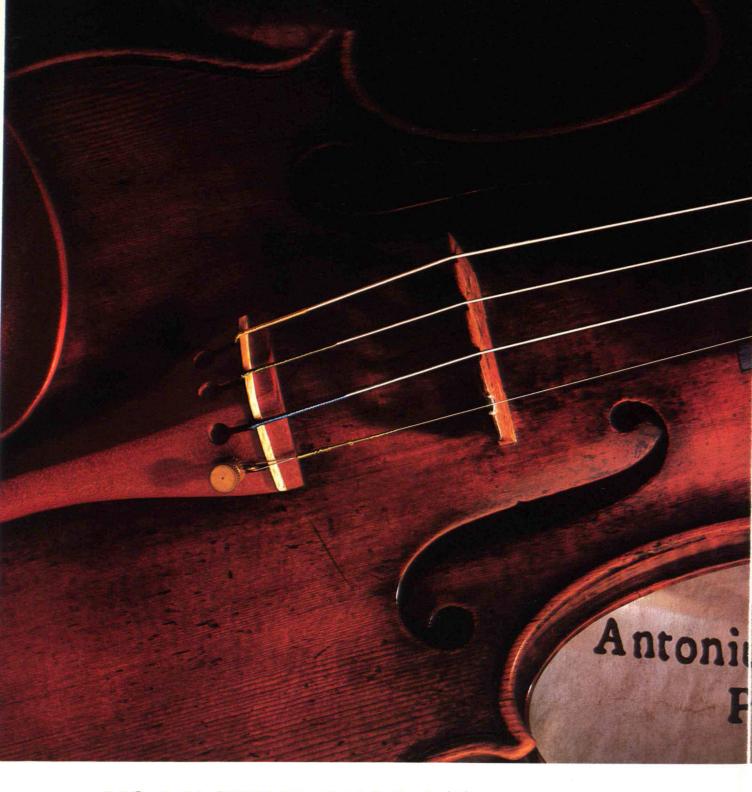


Life on the Net chaos and community on-line



ALSO IN THIS ISSUE:

- **♦ WHY DEFENSE CONVERSION WON'T WORK ♦**
- ♦ THE SECRETS OF SILICON VALLEY'S COMEBACK
- ◆ BUILDING THE MACHINE THAT TOOK US TO THE MOON ◆
- ORDER WITHOUT LEADERS: THE POWER OF DECENTRALIZED THINKING

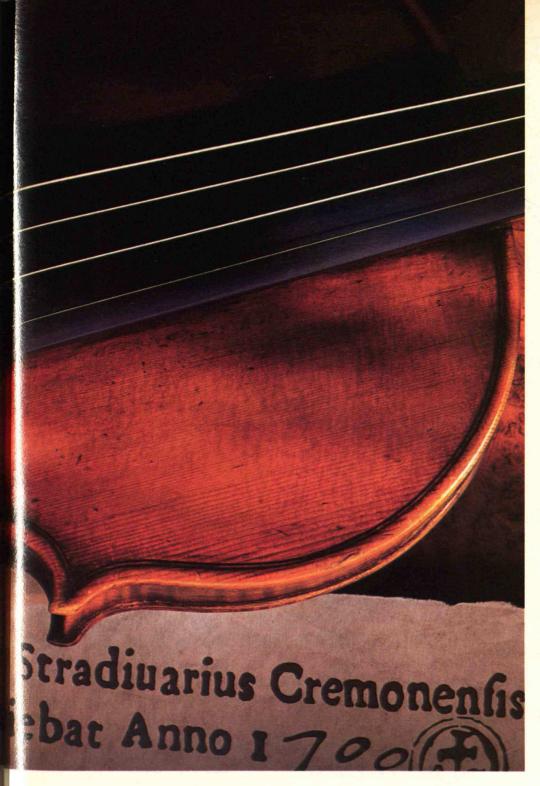


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It is because of these remark-

able individuals and their teams that Lockheed remains one of the most innovative, technically advanced aerospace companies in the world today.





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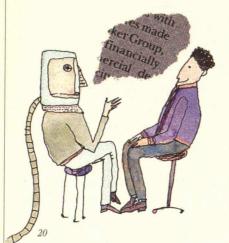
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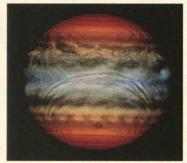


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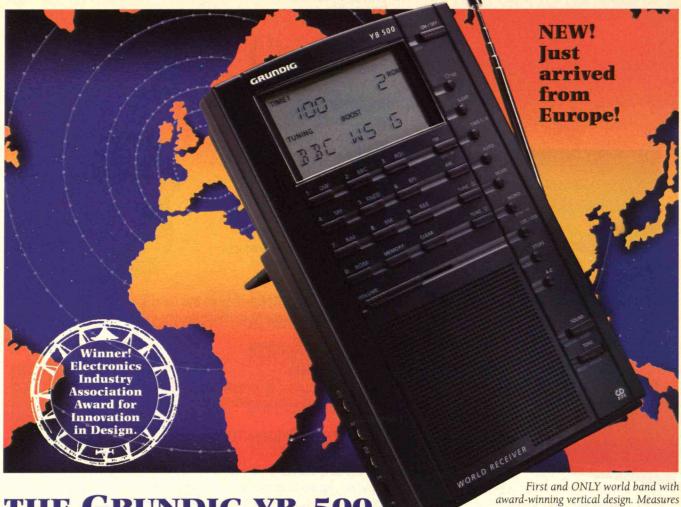
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FirstLine

Turning Missiles into Chevrolets

In the first few days of my first engineering job out of college, at an aerospace firm near the Boston area's Route 128, my boss sat me down with a bunch of Air Force manuals so I could begin learning the jargon and culture. But while I soon realized that our project's technical aspects would provide interesting challenges, I also started worrying about what it all meant. Sanitized terms like "close air support," "air interdiction," and "counterair," for example, essentially referred to engineered destruction and death.

Why not apply the firm's resources, I thought, to uses that *enhance* life instead of compromise or destroy it? I was naive enough to say so to the department head—my boss's boss—when he dropped in to see how I was doing. "This warlike stuff really bothers me," I told him. He chewed on his pipe, deep in thought, for what felt like an hour, and just when I concluded he'd soon be showing me the door he answered: "It really bothers me, too. But I've been in this business all my life, and it's all I know."

In this post–Cold War era, "conversion" of aerospace firms is finally one of our country's major goals—and many in the defense industry are now trying to apply "all they know" to the direct civilian/commercial good of the nation. But it clearly won't be easy.

For one thing, companies don't readily switch fields or working styles. For another, while some military products may conceivably be "dual use" or yield spinoff, others defy such fortuitous revival. "There are some things you cannot convert," said Dennis J. Picard, CEO of Raytheon Co., at a seminar at MIT last fall. "It's very hard to convert a missile to domestic use."

Yet even missiles are being considered in our current attempt to wring broader benefit out of defense-oriented ventures. "Hoping to find a peaceful, commercial use for relics of the Cold War," a recent story in the *New York Times* began, "the White House is considering recycling dozens of nuclear-warhead missiles and selling them to American industry for launching commercial satellites."

But these missiles, while they might find niche applications in some fields of scientific research, were built to deliver relatively light payloads (massively destructive, but small), and to carry them only through low-earth orbit. Communications satellites—the main application of commercial launches—are typi-

Defense companies can indeed be converted, but mostly through reincarnation.

cally heavier and require placement in much higher orbits.

A bigger problem, however, is the cost and complexity of such products, built to exacting military standards. The missiles can in fact serve as a metaphor for the limited commercial prospects of the companies that make them. What complicates, even bedevils, these firms' conversion is the very set of powerful and refined capabilities that have long enabled them to provide yeoman's service to their customers at DOD and NASA.

"At first it might seem as though the same U.S. companies that built sophisticated guidance systems capable of sending a smart bomb through the air shaft of an Iraqi bunker could certainly retool and make consumer electronics to compete with NEC or Panasonic," says Bruce D. Berkowitz in "Why Defense Reinvestment Won't Work," in this issue. The problem, he maintains, "is management and organization. The specialized structure, procedures, and culture that defense contractors have developed over the past 40 years to survive in the defense economy make them hopelessly ill-suited for competing in commercial markets."

John M. Deutch, now deputy secre-

tary of defense, spoke in a similar vein in the April issue of *Technology Review*. "The defense procurement system," he said, "was designed for a different world—a world of large-scale systems and defense-unique items."

Though a few companies "might find useful commercial application for widgets built to military specifications," says Berkowitz, "these will likely be the exceptions." In an interview also in this issue, Joseph G. Gavin, Jr., former president of Grumman Aerospace Corp., agrees, noting that "the products of the 'converted' aerospace company need a top-of-the-line aura....When you're betting somebody's life on the outcome, you get into a methodology that is too expensive for commercial products—unless you want to create a Mercedes. You cannot compete by trying to produce a Chevrolet."

Gavin maintains that "people who say 'convert the defense industry' don't really understand what they're proposing: it's more accurate to say that there's much there that can be directed to some useful commercial purpose." But in many cases, Berkowitz and other analysts argue, we should cut to the chase. "Instead of attempting to prop up defense firms that are no longer needed," he says, "it would be more efficient—and, in the long run, more humane—to let them die a natural death."

Those aerospace firms that remain will likely continue to play a major role in maintaining the nation's defense and its powerful, though reduced, defense industrial base. In some cases, modest adaptations will enable them to serve specific Mercedes-like commercial functions. But the true "recycling" of whole companies, in the usual sense of reclaiming the essence, say, of used aluminum and paper products, will require decomposition and reconstitution. The country's awesome engineering talent previously constrained by defense needs and procedures may thereby be unleashed with a vengeance, in the form of new or enhanced commercial enterprises.

-STEVEN J. MARCUS

TechnologyReview

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Letters

A NEW DAY AT DOD

In "Reforming the Pentagon: An Inside Job" (TR April 1994), John M. Deutch provides insightful comments on the changes occurring within the Pentagon and the defense industry. More important, he is in a position to do something about it. If the Pentagon can overhaul its



cumbersome, overregulated, and costly procurement system to allow nondefense companies like Motorola to sell their products to the government, that will also help companies like the one I serve, Martin Marietta, to integrate commercial products into the many defense systems we produce.

I would make a plea to halt the turbulence in the acquisition process. The principle cause of its inefficiency is the perpetual motion of requirements, people, scheduling and funding. Each funding cycle does not start until the slate is wiped clean from the previous year and new priorities are set. What is needed is common agreement—in Congress and the executive branch—on mechanisms that make it harder to start new programs, that authorize only a few people to change a program once it is started, and that establish multivear budgets for the Pentagon and its programs. In other words, the time has come to appropriate funds by project, not by the year. Many of us in the industry are encouraged that the Pentagon is facing up to the need for a thorough overhaul of its procurement process.

Finally, I would note that Deutch is also right on the mark in discussing the need to downsize government-run defense facilities to balance the downsizing taking place in the private sector and take advantage of the inherent flexibility of contractor-operated labs and industry R&D. As he correctly states, today's defense infrastructure was largely designed to deal with yesterday's military problems. We are now in a different world, one that requires innovation and change.

If fundamental cultural change starts with leadership at the top, the Pentagon is well served in having the services of John Deutch and Defense Secretary William Perry.

> NORMAN R. AUGUSTINE Chairman and CEO Martin Marietta Corp. Bethesda, Md.

UNFAIR R&D COMPETITION

In "A Strategy for the National Labs" (TR February/March 1994), Robert M. White suggests that DOE laboratories be subsidized while they attempt to penetrate the private-sector contract R&D business. How fair is such a strategy to existing contract R&D organizations, which include large institutions such as Battelle, SRI International, SAIC, and Southwest Research Institute as well as hundreds of smaller corporations, including mine? All these organizations, both for-profit and notfor-profit, have gradually built their capabilities by investing capital and earnings in laboratories, instruments, computing facilities, and staff. It seems to me that if federal laboratories have outlasted their mission, they should be closed—not subsidized in the hope they will take R&D business away from existing institutions.

> CHARLES E. KOLB President, Aerodyne Research Billerica, Mass.

HIGH COST OF SOFTWARE

In a letter to the editor (TR February/ March 1994) that appeared in response to "Subduing Software Pirates" (TR October 1993), A. Kerim Kar maintains that U.S. software companies should cut the high costs of programs sold in developing countries. This situation applies equally well to developed countries in

Europe, where U.S.-originated program packages sell for double to triple their neighborhood-software-shop prices in the United States. When I ask distributors here in Belgium about the price differences, the answer is always: they are needed because of the copying. (High European prices cannot be explained by the cost of intermediaries or local taxes, since the European offices of U.S. firms offer upgrades at multiples of prices I'm offered for the same software in ads mailed to my address in the United States.) The European office of a U.S. firm told me that "we pay more to our U.S. parent for upgrade kits than



its retail price in the U.S." Ironically, the result is rampant copying through "rental clubs," less formal trading among friends, plus institutionalized violations by even large companies.

U.S. software houses are injuring themselves (and the U.S. balance of payments)

by their wildly high pricing.

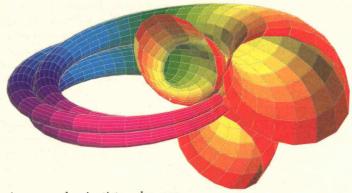
Unlike Kar, I don't think U.S. software should sell below its actual (not list) U.S. price; there are antidumping laws here, too. Just realistic pricing would cause a sales boom and reduce copying, both casual and institutional, to "reasonable" levels. Most people would prefer to obtain the manufacturer's package that includes the manyhundred-page users' manual rather than stand at a photocopying machine.

> LESTER A. GIMPELSON Brussels, Belgium

CORRECTION

"Simulations on Trial," in the May/June 1994 issue, reported that Honeywell hired computer animators at Forensic Technologies, Inc. (FTI), to help prove that Minolta infringed on Honeywell's patented autofocus camera technology. The article also said Minolta hired FTI's rival, Z-Axis. Actually, the reverse is true: Honeywell hired Z-Axis and Minolta hired FTI.

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TREATING THE WHOLE PATIENT

My experience attending medical school and working in the health-care field is vastly different from that portrayed by Adriane Fugh-Berman in "Training Doctors to Care for Women" (TR February/March 1994). At my alma mater, the University of Kentucky, breasts were studied in anatomy, female orgasm was recognized, patients were informed of the potentially upsetting nature of their sexually transmitted diseases, and female medical students did examine male patients' prostates. Furthermore, during my residency in family practice, doctors delivered fewer than 15 percent of their patients' babies surgically—nowhere near the 50 percent the author cites. Of the women I followed personally from beginning to end of pregnancy, none went to Caesarean

section, and less than 15 percent required (or received)

episiotomies.

I also take issue with the author's use of inflammatory language, such as when she labels as a "misguided study" the experimental use of estrogens in men for possible cardiovascular benefits. The study was

not misguided, simply negative in its results. In science, we do studies because we do not know all the answers or potential outcomes. At least the researchers did not falsify positive data to "get published" at the expense of progress.

If we want to create yet another branch of medicine, perhaps a specialty in men's health could reduce the current disparity in men's life expectancies. This would do much to alleviate the suffering and loneliness at the end of many women's lives. But what we really need are more good family doctors.

BRUCE KINZINGER, MD Joppatowne, Md

Adriane Fugh-Berman overlooks the fact that the specialty of family medicine provides comprehensive care for women. A residency-trained, board-

certified family physician will spend three years in postgraduate training that includes work in internal medicine, surgery, obstetrics, gynecology, orthopedics, pediatrics, emergency medicine, geriatrics, behavioral medicine, and other subspecialty areas. Residency programs are also incorporating a curriculum of women's health into those three years of training.

Is there room for improvement? Always. Do we need another specialty? I believe we should perfect what already exists.

SUSAN Y. MELVIN, DO Associate Clinical Professor of Family Medicine University of California, Irvine

Fugh-Berman's view of women's health care continues the separation of men and women into opposing camps

that regard each other with distrust and some hostility. The author's medical-school experience was unfortunate, but even with that dismal start she was able to rise above it and view women with respect. The goals she promotes have been incorporated into graduate medical programs in obstetrics

and gynecology. Many men, including myself, embrace these ideals within this specialty. We don't need more division; we need caring physicians who treat patients with respect and as partners in their health care.

H. J. NUSBAUM, MD, PHD Albany, N.Y.

A GRAND DESIGNER?

Thank you for publishing Kenneth Miller's balanced review of the latest creation/evolution controversy ("Life's Grand Design," TR February/March 1994). People on both sides of the debate too often take non-negotiable positions and either misrepresent science or twist Biblical scripture.

Using evolutionary theory to explain biological change over time does not contradict the Bible. According to the Big Bang theory, all matter in the universe, as well as space and time, began with a single spontaneous flash of creation that evolved in stages until the present. The first chapter of Genesis agrees. Whether these events occurred over one week is debatable. Time is relative to the observer on a cosmic scale, and the Bible clearly states that God exists outside human time.

By trying to sway public education through expensive legal tactics instead of genuine debate, the creationists fail both science education and Christian education.

Tom Morrow St. Petersburg, Fla.

Scientists and educators are greatly indebted to Kenneth Miller for his energetic and effective defense of evolution against creationist attacks during the past decade.

The "intelligent design" (ID) thesis does have some advantages. One of the irritating features of the 1980s debates was the refusal of creationists to commit themselves to any specific hypothesis that could be analyzed and tested. But as Miller shows, ID does allow such analysis and testing; his discussion also shows clearly what Darwinian theory assumes and what it rejects. Thus, in a classroom free of outside pressures, there might even be some pedagogical value in presenting ID when teaching evolution. College biology teachers should also consider using Miller's article in courses for mature students who know enough about science to follow the argument. And all science teachers could profit by reading the article to understand the issue.

But we must resist attempts to inject ID as an alternative to evolution in public-school pre-college science classes. Unfortunately, teachers face tremendous pressure to avoid trouble by opting to teach *neither*. That's just what fundamentalists want—getting evolution out of the schools is better for them than having their own flimsy alternative presented by skeptical teachers.

STEPHEN G. BRUSH Professor of History of Science, University of Maryland College Park, Md.