

## The Maker Movement Manifesto

Written by Australian Business

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MENLO PARK, Calif., Sept. 21, 2013 /PRNewswire/ -- Mark Hatch, CEO of TechShop, a membership-based, do-it-yourself (DIY) workshop and fabrication studio, is announcing at World Maker Faire New York (New York Hall of Science, Sept. 21-22

) his new book,

### **The Maker Movement Manifesto**

, (McGraw-Hill Professional; Hardcover and eBook formats:

\$26

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Hatch is one of the leaders of the Maker Movement as CEO of TechShop, which provides access to a vibrant community of creative people and more than \$1 million worth of high quality machines, tools and software. TechShop members have made everything from robots and a lunar lander to successful iPad case and craft businesses. He and his team are literally democratizing creativity and innovation.

Hatch will be giving a book reading of The Maker Movement Manifesto at Maker Faire New York on Sunday, September 22, 2013 at 10:30AM, followed by a book signing immediately afterwards.

The Maker Movement Manifesto is for all the Makers, Hackers, Crafters, and social and economic entrepreneurs leading the Maker Movement trend. Hatch describes the remarkable technologies and tools now accessible (and affordable) to the masses, and shares stories of how ordinary people have devised extraordinary products, giving rise to successful new business ventures. He shows how people can make create new products, bring about positive changes in society, and make money.

Hatch describes the powerful drivers of and the early results from the economic and the social development of the movement, identifies the major trends and enablers that are at work and are catalyzing a rapid change of our world. The book details the path of self-reliance, creative risk, and bootstrapped innovation and ultimately equips individuals to help solve the globe's most intractable problems. In fact, Hatch issues a clarion call to "double down" on our collective

commitment and investment to innovation as the best and most likely path forward to solving the world's greatest problems.

**About the Author Mark Hatch** is CEO and cofounder of TechShop, a membership-based, do-it-yourself (DIY) workshop and fabrication studio with locations nationwide. It provides the digital and physical tools to make almost anything. TechShop members have made everything from robots and a lunar lander to successful iPad case and craft businesses.

Mark has appeared on national media including ABC, CBS, NBC, PBS, Bloomberg, CNN and Fox, among others. He has been quoted in publications including Bloomberg BusinessWeek, Fast Company, Inc, Forbes, New York Times, Wall Street Journal, Los Angeles Times, San Francisco Chronicle, Washington Post, and more.

Recently, the San Francisco Business Times presented him with a "Bay Area's Most Admired CEO Award." Fast Company recognized him in its "Who's Next" column, and TechShop received the EXPY Award, given to the "experience stager of the year."

Hatch is a sought-after speaker and consultant on innovation, advanced manufacturing, and leadership and has spoken to groups from GE, Ford, P&G, ExxonMobile, Kraft, and other Fortune 500 firms. He's presented at universities including UC Berkeley and Harvard, as well as events such as TEDx, The Clinton Global Initiative, the Council on Foreign Relations, and Singularity U.

A former Green Beret, Hatch held executive positions focused on innovation, disruptive technology, and entrepreneurship at large and small firms alike. At Avery Dennison he launched Avery.co and then helped to drive global technology business development. At Kinko's, he launched the eCommerce portion of Kinkos.com and ran the computer services section at Kinko's stores throughout the U.S. As COO of Health Net's health benefits, he helped to launch one of the early integrated health benefits portals.

He holds an MBA from the Drucker Center at the Claremont Graduate University and a B.A. in Economics from the University of California at Irvine

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### Advance Praise for The Maker Movement Manifesto

"If you liked the Web, you're going to love the Maker Movement. It's the same revolutionary innovation model, but now applied to one of the biggest industries in the world—manufacturing."  
—**Chris Anderson, CEO, 3D Robotics, and former Editor-in-Chief, *Wired***

"Mark's book is pitch-perfect on why the Maker Movement is so important to our collective future." —**Beth Comstock, CMO and SVPO, GE**

"He [Henry Ford] would probably have started in TechShop." —**Bill Ford, Executive Chairman, Ford Motor Company**

"We are heading into a new age of manufacturing. . . . Hatch has a front-row seat and has written the must-follow guide to democratize this new age. This is the book I wish every American would use. It contains the keys to the future of work and joy for everyone." —**Robert Scoble**,  
**Startup Liaison Officer, Rackspace**

"TechShop is the garage that Thomas Edison wished he had, and thanks to Mark Hatch it is open to the public. This book is a lifeline to a country with a skills gap that threatens to swallow us all. For aspiring inventors and entrepreneurs,  
*The Maker Movement Manifesto*  
is a 'celebration in the making'—even if the only thing you make is a mess."  
—**Mike Rowe,**  
***Dirty Jobs***

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