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In his thought provoking work, *Mass Capitalism*, Apek Mulay has presented a free market economic solution for revival of semiconductor industry. While the industry has been constantly pessimistic about future of Moore's law, *Mass Capitalism* presents an intriguing solution to the problems that global semiconductor industry faces because of huge capital investments required.

With over 25 years of experience in semiconductor industry, I have seen many ups and downs in this business. However, I have not come across a true free-market solution that would help the corporate world as well all of its employees during lean times. *Mass Capitalism* presents a potential path forward for global semiconductor industry in order to transition towards a sustainable manufacturing. It indicates how a balanced economy might be a solution for making next generation ecological fab a reality.

While the author gives a detail economic analysis of mistakes committed by US semiconductor industry, the economic solutions that he offers might lead to sustainable growth going forward. Apek has demonstrated his expertise in supply chains, socio-economics, geo-politics and macroeconomics. I would highly recommend semiconductor industry professionals to read this intriguing book.

Krzysztof (Kris) Iniewski, Ph.D.  
Executive Director  
CMOS Emerging Technologies Research Inc.,  
Email: [kris.iniewski@gmail.com](mailto:kris.iniewski@gmail.com)

