

New Scientist: Elizabeth Holmes, The hypnotic tale of the rise and fall of Theranos

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Backup of New Scientist article

This is a great example of the "women are wonderful effect." The article asks a question, "How could so many smart people have been duped for so long?" Holmes had no viable product, yet she was able to sucker numerous men like Channing Robertson (head of science at Stanford) and Larry Ellison of Oracle with a litany of lies and probably more than a little bit of sexual innuendo. Think of all the big names in business. Now think of the women at the tops of their fields. Marissa Mayer ruined Yahoo. Carly Fiorina butchered HP and Compaq. Ginni Rometty plowed IBM into the gutter. The "women are wonderful effect" is due for a revision.