



The Once and Future State of Automation - BBB (Borrow)

Pinto's Points: How to Win in the Automation Business by Jim Pinto

Reviewed by Nick Sands

Once again Jim Pinto shares his pointers on the automation industry, technology, and life. *Pinto's Points* is a compilation of his columns for ISA InTech magazine's e-newsletter. Pinto himself has many years of experience, as founder and CEO of Action Instruments and many other positions. His view of the automation industry spans both space and time, wandering so much as to defy summary.

The points are divided into six sections, starting at the top with management and leadership. Pinto passes on his reflections, including advice from his own heroes and lessons on leading engineers from his own experience. The next section continues with staying competitive in marketing and sales, despite the changing structure of business, organizations, and communications.

The future is always close for Pinto. He explores wireless, nanotechnology, robots, micro-electromechanical system, and self-organizing systems. In the section on technology trends, Pinto points the direction technology will take us the near term, much of it focused on software that will change our lives. Taking a longer view of technology's impact, Pinto takes us to his future world. There are challenges of energy, autonomous entities, and fashion.

In the final section Pinto shows his heart and his humor, and once again proves himself the poet laureate of instrumentation and automation. As with the rest of the points, Pinto shares a perspective that enlightens and lightens. He has an interesting perspective on the industry, technology and the future. This is a good book to read and borrow from a friend (BBB). It is available from ISA for \$28.