

**Keck**  
INSTITUTE  
FOR  
SPACE  
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The Keck Institute for Space Studies *and the*  
**Division of the Humanities and Social Sciences**  
“**Exploration: The Globe And Beyond**” Series  
present an open lecture on:

# THE SPACE BARONS

**AND THE NEW SPACE AGE**

Christian Davenport/The Washington Post

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**Wednesday, October 10, 2018**

**5:00 PM Lecture**

**6:00 PM Reception and Book Signing**

**Lees-Kubota Lecture Hall  
Guggenheim Building  
California Institute of Technology**

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The Space Barons is the story of a group of billionaire entrepreneurs who are pouring their fortunes into the epic resurrection of the American space program.

Nearly a half-century after Neil Armstrong walked on the moon, these Space Barons are using Silicon Valley-style innovation to dramatically lower the cost of space travel, and send humans even further than NASA has gone. These entrepreneurs have founded some of the biggest brands in the world--Amazon, Microsoft, Virgin, Tesla, PayPal--and upended industry after industry.

Now they are pursuing the biggest disruption of all: space.

Learn about the visions of the Space Baron billionaires--notably Elon Musk and Jeff Bezos--to open up space to the masses, how they plan to do it, and what the implications are for NASA.

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Seating is limited and is available on a first come, first served basis.