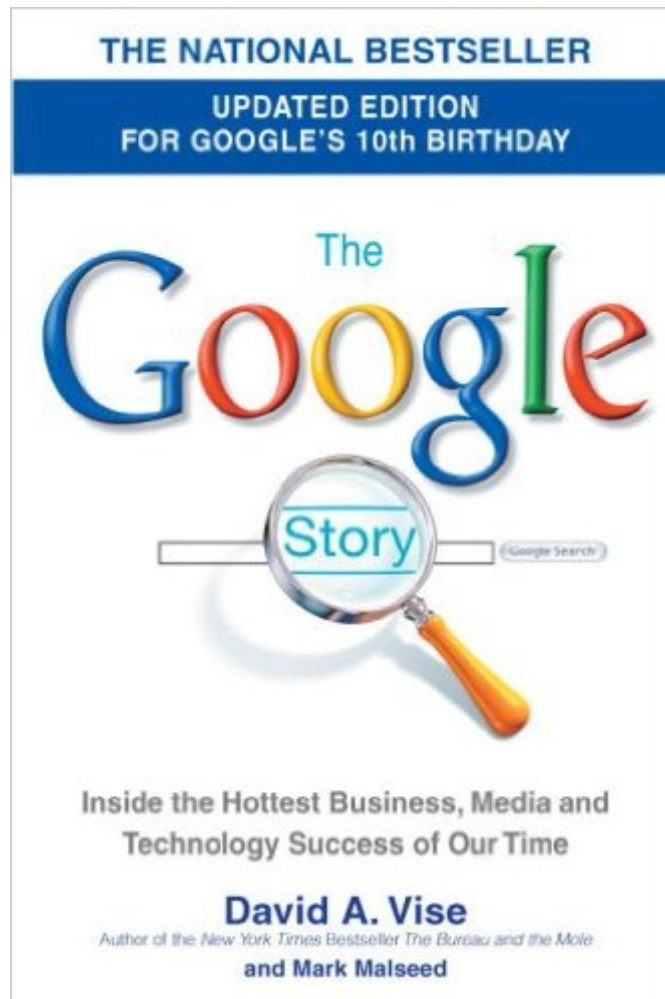


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# The Google Story: For Google's 10th Birthday



## Synopsis

Moscow-born Sergey Brin and Midwest-born Larry Page dropped out of graduate school at Stanford University to, in their own words, "change the world" through a powerful search engine that would organize every bit of information on the Web for free. The Google Story takes you deep inside the company's wild ride from an idea that struggled for funding in 1998 to a firm that rakes in billions in profits, making Brin and Page the wealthiest young men in America. Based on scrupulous research and extraordinary access to Google, this fast-moving narrative reveals how an unorthodox management style and culture of innovation enabled a search engine to shake up Madison Avenue and Wall Street, scoop up YouTube, and battle Microsoft at every turn. Not afraid of controversy, Google is expanding in Communist China and quietly working on a searchable genetic database, initiatives that test the founders' guiding mantra: DON'T BE EVIL.

## Book Information

Paperback: 360 pages

Publisher: Delta; Updated edition (September 23, 2008)

Language: English

ISBN-10: 038534273X

ISBN-13: 978-0385342735

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

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## Customer Reviews

Google is a search engine that millions of computer users have incorporated into their daily routine, so it's no surprise that someone decided to profile the two young mavericks -- Sergey Brin and Larry Page -- at the epicenter of such an amazing tale of success. In *The Google Story* \$26.00 US, collaborators [Vise & Malseed](#) chronicle the company's meteoric launch, and the unique approach that has enabled its founders to stay one step ahead of the competition, while leaving few questions unanswered. I really enjoyed the team's breezy informational writing style, and I might have to read *The Bureau and the Mole* (also by David A. Vise) after finishing this. Ostensibly, the book hinges

around: advertising on Google, AOL, Ask Jeeves, details of the PageRank system, employees of Google, Eric Schmidt's role at Google, the events of September 11th, international aspects of Google, Kleiner Perkins Caufield & Byers, the Michigan Digitization Project, Microsoft, Overture Inc., Privacy issues, the SEC, Stanford University, the stock price of Google, Venture capital firms, Yahoo!, and the company's admirable motto -- 'Don't Be Evil' -- among other things. It was especially interesting to read about key dates and turning points, how the venture faced critical challenges, and how Brin and Page turned fleeting circumstance to their advantage. Ignoring prevailing wisdom would prove lucrative for both young men. Of course, no book is complete without photos, so you'll delight in the eight pages of black and white photography sandwiched between the pages of this non-fiction text. Some of these photos ran in Playboy, and USA Today, and it's nice that they were included, since you can eyeball the people profiled in the book.

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