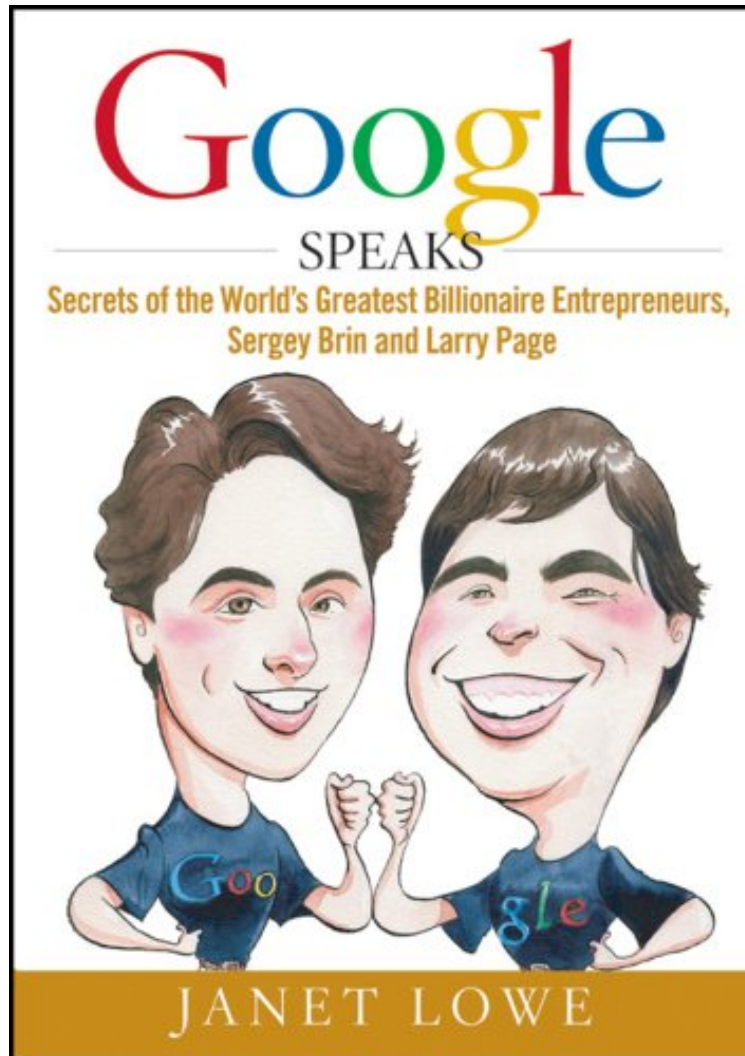


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Google Speaks: Secrets of the World's Greatest Billionaire Entrepreneurs, Sergey Brin and Larry Page

Janet Lowe

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Janet Lowe : Google Speaks: Secrets of the World's Greatest Billionaire Entrepreneurs, Sergey Brin and Larry Page before purchasing it in order to gage whether or not it would be worth my time, and all praised Google Speaks: Secrets of the World's Greatest Billionaire Entrepreneurs, Sergey Brin and Larry Page:

0 of 0 people found the following review helpful. Very cursory style of writingBy Ellen StrangerThe book is nothing but a mish-mash of commonly known public knowledge. The style of writing is atrocious. It appears that the author put down whatever she could find on Google's history, whenever she found it. There is absolutely no flow in the book at all, it jumps from one event to the other, to the next, and back to the first. I had read another book on Google, I think

the title was something like "In the Plex" or something like that, that was a MUCH better book on Google. Pass on this one.0 of 0 people found the following review helpful. Interesting AccountBy CharlesI usually don't read a lot of nonfiction book, but when I found one about Google I just had to pick it up. I sure was not disappointed either! The author formats the book just right so that you are not thrown some much information at one time that your mind gets fuzzy. For a long time I have been interested in Google and with this book, I was able to learn how they got started and how the company grew as a whole. Lowe put all the information in simple terms that really helped to understand the more technical aspects of the information.As the book shows Google is ever-growing and expanding and I look forward to seeing where it goes from here. Overall the book was organized in small chunks and easy to understand. I would recommend this book to anyone who wants to find out more about Google and its founders, and how the company came to be today.9 of 9 people found the following review helpful. Messy fluffBy Micky LeeThe usefulness of this book depends on how much the readers know about Google. To readers who think Google is nothing but a search engine, this book can be passed as informative. To readers who have read other Google books and know quite a lot about the company, this book does not add much. In fact, I doubt the writer knows much about the technology of Google. She seems to have some difficulties with explaining what PageRank and AdSense are.The content organisation is terrible. In one chapter, the author spends great length reciting the origin of the name Google, the logo, and doodle. In another chapter, she tries to cover all the legal cases against Google. It may make sense to spend at least one chapter on intellectual property; another on free speech, etc.The conclusion? Well, if you possess the qualities of Brin and Page, and Buffet and Oprah, perhaps you will succeed too! But I bet that Brin and Page did not waste their valuable time on books like this one at Stanford.

Praise for Google Speaks "It's not hard to see that Google is a phenomenal company....At Geico, we pay these guys a whole lot of money for this and that key word." ndash;Warren Buffett "Google rocks. It raised my perceived IQ by about 20 points." ndash;Wes Boyd, President of Moveon.Org "Google is my rapid response research assistant. It's the Swiss Army knife of information retrieval." ndash;Lloyd Grove, columnist, Portfolio.com "Who's afraid of Google? Everyone." ndash;Wired magazine "Writers of the past had absinthe, whiskey or heroin. I have Google." ndash;Michael Chabon, author of The Amazing Adventures of Kavalier and Clay

From the Inside FlapIn many ways, Google is the prototype of a successful twenty-first-century company. It uses technology in new ways to make information universally accessible; promotes a corporate culture that encourages creativity among its employees; and takes its role as a corporate citizen very seriously, investing in green initiatives and developing the largest corporate foundation in the United States. Following in the footsteps of Warren Buffett Speaks and Jack Welch Speaksmdash;which contain a conversational style that successfully captures the essence of these business leadersmdash;Google Speaks reveals the amazing story behind one of the most important new companies of our time by exploring the people and philosophies that have made it a global phenomenon in less than fifteen years. Written by bestselling author Janet Lowe, this book offers an engaging look at how Google's founders, Sergey Brin and Larry Page, transformed their vision of a better Internet search engine into a business colossus with about \$16 billion in annual revenue. Lowe discusses the values that drive Brin and Page-for example, how they both live fairly modest lives, despite each having a net worth in excess of \$15.9 billion-and details how they have created a culture that fosters fun while, at the same time, keeping Google at the forefront of technology through relentless RD investments and imaginative partnerships with organizations such as NASA. In addition to examining Google's breakthrough business strategies and new business models-which have transformed online advertising and changed the way we look at corporate responsibility and employee relations-Lowe explains why Google may be a harbinger of where corporate America is headed. She also addresses controversies surrounding Google, such as copyright infringement, antitrust concerns, and personal privacy and poses the question almost every successful company must face: as Google grows, can it hold on to its entrepreneurial spirit as well as its informal motto, "Don't do evil"? What started out as a university research project conducted by Sergey Brin and Larry Page has ended up revolutionizing the world we live in. Google Speaks puts these incredible entrepreneurs in perspective and shows you how their drive and determination have allowed them to create one of today's most powerful companies.About the AuthorJanet Lowe is the author of the bestselling Warren Buffett Speaks, Jack Welch Speaks, and Bill Gates Speaks, all from Wiley. Her articles have appeared in such publications as Newsweek, the Christian Science Monitor, the Los Angeles Times, and the San Francisco Chronicle.