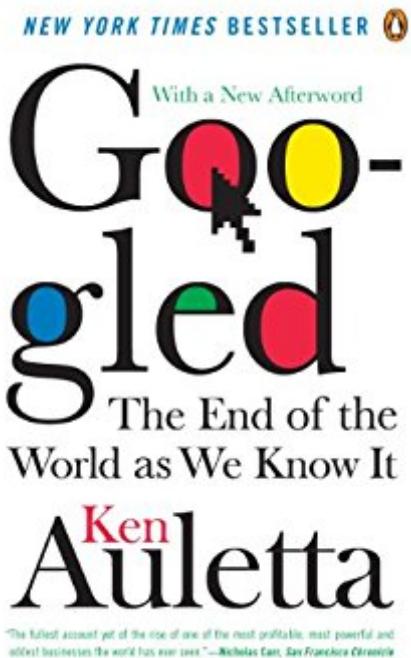


The book was found

Googled: The End Of The World As We Know It



Synopsis

A revealing, forward-looking examination of the outsize influence Google has had on the changing media landscape. There are companies that create waves and those that ride or are drowned by them. As only he can, bestselling author Ken Auletta takes readers for a ride on the Google wave, telling the story of how it formed and crashed into traditional media businesses?from newspapers to books, to television, to movies, to telephones, to advertising, to Microsoft. With unprecedented access to Google?s founders and executives, as well as to those in media who are struggling to keep their heads above water, Auletta reveals how the industry is being disrupted and redefined. Using Google as a stand-in for the digital revolution, Auletta takes readers inside Google?s closed-door meetings and paints portraits of Google?s notoriously private founders, Larry Page and Sergey Brin, as well as those who work with?and against?them. In his narrative, Auletta provides the fullest account ever told of Google?s rise, shares the ?secret sauce? of Google?s success, and shows why the worlds of ?new? and ?old? media often communicate as if residents of different planets. Google engineers start from an assumption that the old ways of doing things can be improved and made more efficient, an approach that has yielded remarkable results?Google will generate about \$20 billion in advertising revenues this year, or more than the combined prime-time ad revenues of CBS, NBC, ABC, and FOX. And with its ownership of YouTube and its mobile phone and other initiatives, Google CEO Eric Schmidt tells Auletta his company is poised to become the world?s first \$100 billion media company. Yet there are many obstacles that threaten Google?s future, and opposition from media companies and government regulators may be the least of these. Google faces internal threats, from its burgeoning size to losing focus to hubris. In coming years, Google?s faith in mathematical formulas and in slide rule logic will be tested, just as it has been on Wall Street. Distilling the knowledge accrued from a career of covering the media, Auletta will offer insights into what we know, and don?t know, about what the future holds for the imperiled industry.

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For a book that bills itself as something that will "offer insights into what we know, and don't know, about what the future holds for the imperiled industry", it does an excellent job with the first part, hard to say what was unique about the take of the author that was significantly different from other books such as *What Would Google Do?* and *The Google Story: Inside the Hottest Business, Media, and Technology Success of Our Time* and hardly does justice to the last portion (what future holds). The story of the beginnings and rise of Google, its famed work culture, unconventional approaches of its founder are all well told - in this book as well as previous ones. Auletta tries to cast the discussion from the viewpoint of the advertising industry - and while that in itself doesn't provide a significantly different perspective (Anyone who understands Google's revenue streams already knows it is in the advertising business....), it does provide for interesting reading. For an initiate in the Google story, this book will do full justice. If you are already familiar with the Google story and thought that the author will focus on the future of advertising media and related topics, you are likely to be disappointed. A recent book *The Curse of the Mogul: What's Wrong with the World's Leading Media Companies* actually does more justice in that regard.

"*Googled*" by Ken Auletta chronicles the rise of Google from its auspicious origins within the labs of Stanford University to its becoming perhaps the most influential technology company in Silicon Valley today. Mr. Auletta, who has covered the media and technology industries for many years, has drawn on his many dozens of personal interviews with key players to tell this remarkable story as only he can. Full of interesting anecdotes, insight and analysis, this highly readable book explains why Google matters a lot to consumers, businesses and policy makers. Mr. Auletta excels at writing

Google's corporate history, dedicating individual chapters to each year of its development from 1999 through 2008. Like many Internet success stories, we become acquainted with Larry Page and Sergey Brin, two (more or less) socially-awkward but undeniably brilliant persons who have remained true to their vision of making information accessible to end users via the Internet. Mr. Auletta explains that Google's focus on perfecting its proprietary search algorithms has proven to be widely disruptive to technology and media companies alike; while its control of information has garnered attention from governments and non-governmental organizations who are concerned about issues of corporate power and personal privacy. Mr. Auletta discusses how Google's growth has posed challenges within to its management, corporate culture and strategy. While generally praising Page and Brin for their decisions, Mr. Auletta is concerned that Google's founders, who have yet to be confronted with the kind of adversity that afflicts most business owners, could be overlooking some of the external threats to the company's long-term viability; chief among these are what Mr.

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