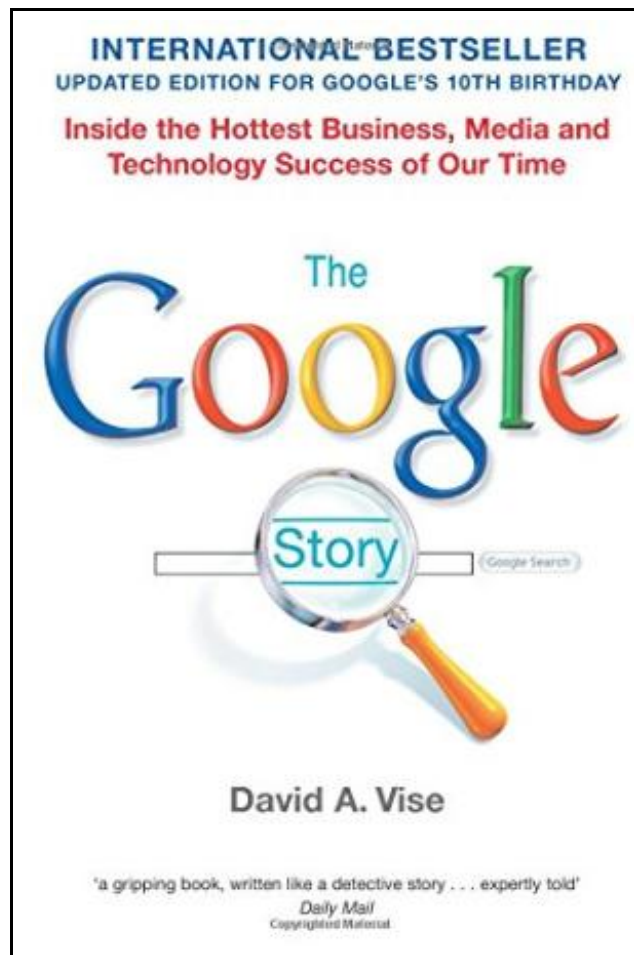


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Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, The Google Story, David A. Vise, "The Google Story" is the definitive account of one of the most remarkable organizations of our time. Every day over sixty-four million people use Google in more than one hundred languages, running billions of searches for information on everything and anything. Through the creative use of cutting-edge technology and a series of groundbreaking business ideas, Google's thirty-five year old founders, Sergey Brin and Larry Page, have in ten years taken Google from being just another internet start-up to a company with a market value of over US\$80 billion. Based on scrupulous research and extraordinary access to the inner workings of Google, this book takes you inside the creation and growth of a company that has become so familiar its name is used as a verb around the world. But even as it rides high, Google wrestles with difficult challenges in a business that changes at lightning speed. In this new and updated edition to celebrate Google's 10th birthday, David A. Vise has written a new preface and new final chapter which look at further developments since 2005 and how Google will continue to expand and innovate while trying to follow its founders' mantra: Do No Evil. 'If you want to know how the Google boys became wealthy and powerful beyond dreams, then David Vise's assiduously researched "The Google Story" is for you' - "Sunday Telegraph". 'If Google were to take on critical faculties as well as its other attributes Vise's book would probably come out on top' - "The Times".

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