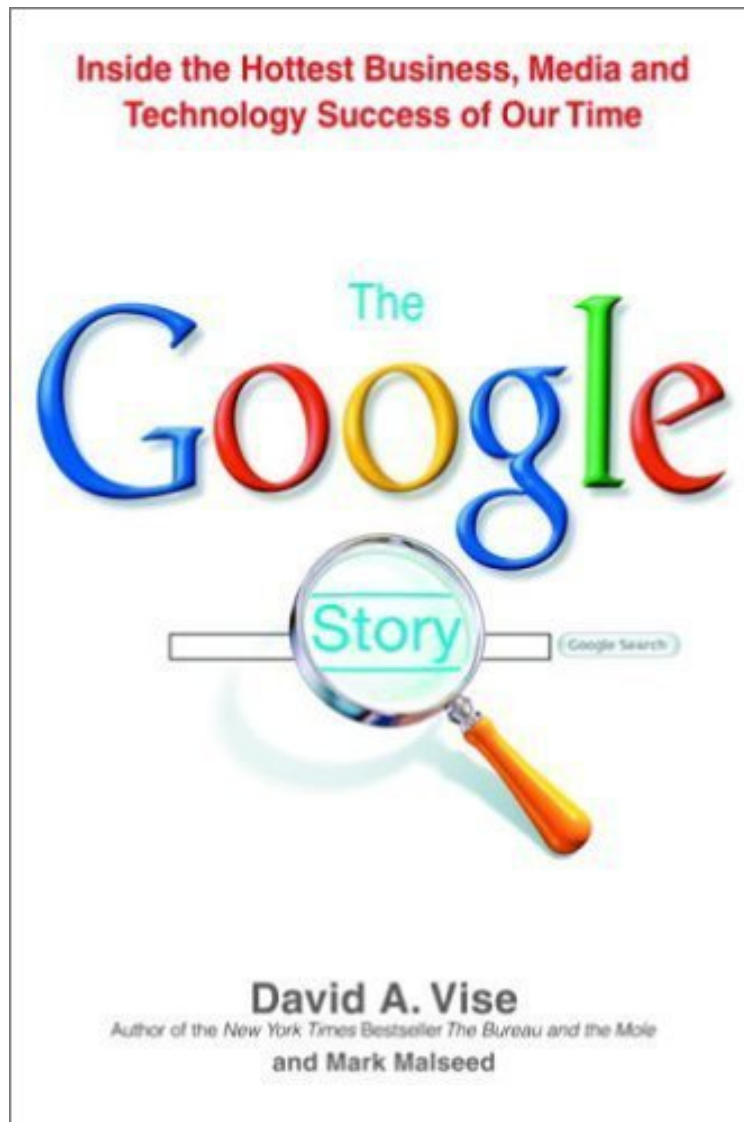


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## The Google Story: For Google's 10th Birthday

*David A. Vise, Mark Malseed*

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**David A. Vise, Mark Malseed : The Google Story: For Google's 10th Birthday** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Google Story: For Google's 10th Birthday:

2 of 2 people found the following review helpful. A Biography-Like Book on Google By H. D. Espinosa This is not the kind of book which will describe how their technology works in detail. Anyone who expects to read about it on the book, certainly will be disappointed, although a brief explanation is given. This is good material for those to are willing to understand what was the idea behind Google, their founders background and how the company came to be what it is these days. It is interesting to see how a simple concept became one of the most admired Internet companies ever. Google, in the very beginning, was not intended to be a money maker, but just an engine which intended to help

people find what they were looking for over the Internet. The book approaches the coming of corporate interest, the placement of the Google Ad-Sense concept (ads which are paid by click and not by print) and the other products that came later. In brief: this is a biography which is directed to people who admire the search engine they often use and want to know more about its story. 1 of 1 people found the following review helpful. Interesting Look into an Important and Different Tech Company By Frederick S. Goethel Obviously this book does not cover the entire story of Google in depth, but it does provide a look into the company from the time the founders were students in graduate school until the time when the book was published. Covered are such material as how the company got its financing, how the founders insisted in staying true to their dream, how the company operates and how it is challenging the big M for dominance in the world of technology companies. I completely enjoyed the book. It contained enough information to make the read interesting while keeping the technical jargon and in depth computer material to the minimum necessary for the story. This would be a good book for a high school or college library and makes an interesting study of how a company can be different and still very successful. 1 of 1 people found the following review helpful. GET GOOGLED EYED By Catherine This is a fascinating insight into the genius, perservance, risk taking, teamsmanship and commitment of the founders of Google. Like a lot of people, Google is my search engine of choice and also my home page. Through reading the book, I have learned a lot about what else Google offers and how it can help in your life. I now have a google account, gmail, and use Google talk. My only comment is that it does tend to feel like a lot like a Google advertisement. But I guess these guys deserve it.

"Here is the story behind one of the most remarkable Internet successes of our time. Based on scrupulous research and extraordinary access to Google, the book takes you inside the creation and growth of a company whose name is a favorite brand and a standard verb recognized around the world. Its stock is worth more than General Motors's and Ford's combined, its staff eats for free in a dining room that used to be run by the Grateful Dead's former chef, and its employees traverse the firm's colorful Silicon Valley campus on scooters and inline skates. THE GOOGLE STORY is the definitive account of the populist media company powered by the world's most advanced technology that in a few short years has revolutionized access to information about everything for everybody everywhere. In 1998, 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 search engine that would organize every bit of information on the Web for free. While the company has done exactly that in more than one hundred languages, Google's quest continues as it seeks to add millions of library books, television broadcasts, and more to its searchable database. Readers will learn about the amazing business acumen and computer wizardry that started the company on its astonishing course; the secret network of computers delivering lightning-fast search results; the unorthodox approach that has enabled it to challenge Microsoft's dominance and shake up Wall Street. Even as it rides high, Google wrestles with difficult choices that will enable it to continue expanding while sustaining the guiding vision of its founders; mantra: DO NO EVIL." From the Hardcover edition.

.com Social phenomena happen, and the historians follow. So it goes with Google, the latest star shooting through the universe of trend-setting businesses. This company has even entered our popular lexicon: as many note, "Google" has moved beyond noun to verb, becoming an action which most tech-savvy citizens at the turn of the twenty-first century recognize and in fact do, on a daily basis. It's this wide societal impact that fascinated authors David Vise and Mark Malseed, who came to the book with well-established reputations in investigative reporting. Vise authored the bestselling *The Bureau and the Mole*, and Malseed contributed significantly to two Bob Woodward books, *Bush at War* and *Plan of Attack*. The kind of voluminous research and behind-the-scenes insight in which both writers specialize, and on which their earlier books rested, comes through in *The Google Story*. The strength of the book comes from its command of many small details, and its focus on the human side of the Google story, as opposed to the merely academic one. Some may prefer a dryer, more analytic approach to Google's impact on the Internet, like *The Search* or books that tilt more heavily towards bits and bytes on the spectrum between technology and business, like *The Singularity is Near*. Those wanting to understand the motivations and personal growth of founders Larry Page and Sergey Brin and CEO Eric Schmidt, however, will enjoy this book. Vise and Malseed interviewed over 150 people, including numerous Google employees, Wall Street analysts, Stanford professors, venture capitalists, even Larry Page's Cub Scout leader, and their comprehensiveness shows. As the narrative unfolds, readers learn how Google grew out of the intellectually fertile and not particularly directed friendship between Page and Brin; how the founders attempted to peddle early versions of their search technology to different Silicon Valley firms for \$1 million; how Larry and Sergey celebrated their first investor's check with breakfast at Burger King; how the pair initially housed their company in a Palo Alto office, then eventually moved to a futuristic campus dubbed the "Googleplex"; how the company found its financial footing through keyword-targeted Web ads; how various products like Google News, Froogle, and others were cooked up by an inventive staff; how Brin and Page proved their mettle as tough businessmen through negotiations with AOL Europe and their controversial IPO process, among other instances; and how the company's vision for itself continues to grow, such as geographic expansion to China and cooperation with

Craig Venter on the Human Genome Project. Like the company it profiles, *The Google Story* is a bit of a wild ride, and fun, too. Its first appendix lists 23 "tips" which readers can use to get more utility out of Google. The second contains the intelligence test which Google Research offers to prospective job applicants, and shows the sometimes zany methods of this most unusual business. Through it all, Vise and Malseed synthesize a variety of fascinating anecdotes and speculation about Google, and readers seeking a first draft of the history of the company will enjoy an easy read. --Peter Han

From Publishers Weekly

If Google's splashy IPO and skyrocketing stock haven't revived the dotcom sector, they have certainly revived the dotcom hype industry, judging by this adulatory history of the Internet search engine. Billionaire founders Larry Page and Sergey Brin, their countercultural rectitude imbibed straight from the Burning Man festival, are brilliant visionaries dedicated to putting all information at mankind's fingertips and "genuinely nice people" who "didn't care about getting rich." Their company motto, "Don't Be Evil," is not just PR boilerplate rendered in fantasy-gaming rhetoric, but a deeply-pondered organizing principle. Washington Post reporter Vise, author of *The Bureau* and *The Mole*, and researcher Malseed give a serviceable rundown of the company's rise from grad-student project to web juggernaut, its innovative technology and targeted advertising system, its savvy deal-making and its inevitable battles with Microsoft. But while they raise the occasional quibble about controversial company policies, they generally allow Google's image of idealism to overshadow the reality of a corporate leviathan. Worse, the bloated text feels like the product of an overly broad web search: anything with keyword Google-executives' speeches, seminar talks, informal Q and A sessions with students, company press releases, legal documents, SEC filings, even the company chef's fried chicken recipe-comes up, excerpted at inordinate and rambling length, drowning insight in a flood of information.

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From Booklist

Vise, Pulitzer Prize-winning reporter for the Washington Post, and Malseed, contributor to the Post and the Boston Herald, look at a phenomenon that is transforming the culture of the planet. Google has become the de facto search engine on the Web, and computer users across the globe have discovered that the only real way to gain entrance to the Web is to "google." This inside look at this heretofore-secret enterprise reveals a company with a conscience, one that refuses to put ads on its home page or accept ads from gun and cigarette manufacturers, and whose employees eat for free in a dining room run by the former chef of the Grateful Dead. The company motto is, Don't Be Evil. Developed by two Stanford University PhD students in the mid-1990s, Google was a by-product of their attempt to download the entire Internet, but it became an instant hit with the world. The authors follow the story of Google from academic project to venture capital start-up to the explosive Wall Street IPO in 2004. David Siegfried

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