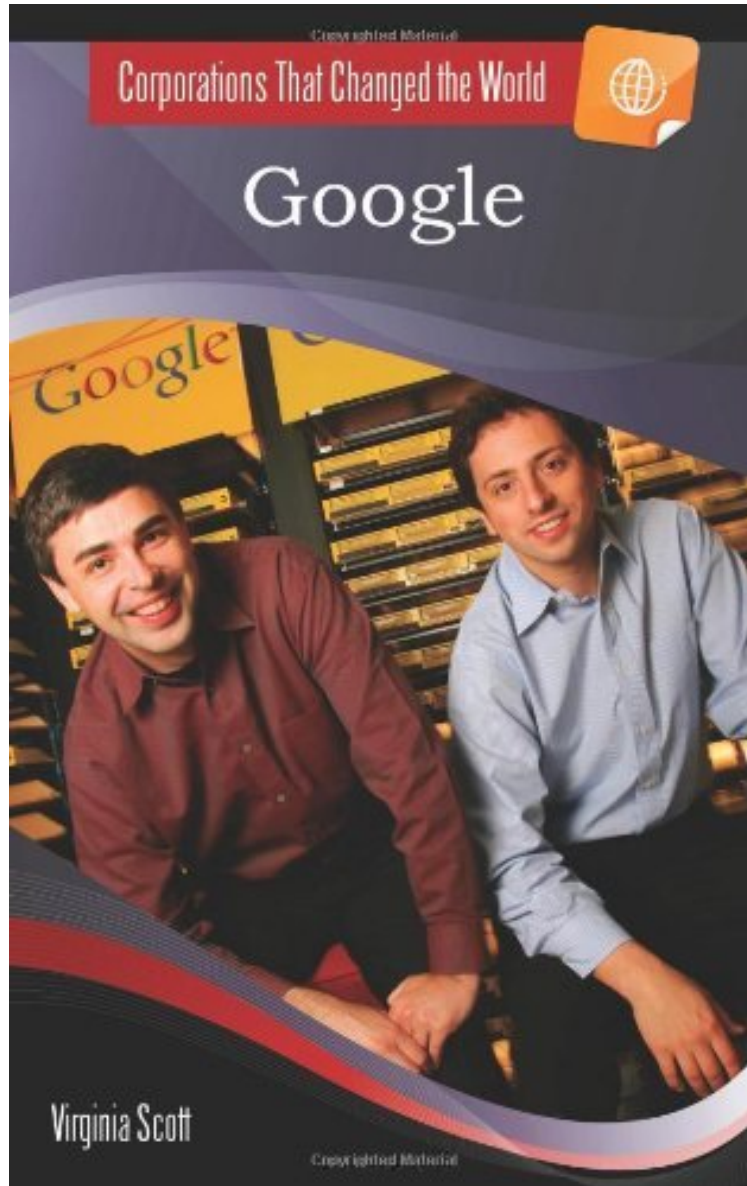


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Google (Corporations That Changed the World)

Virginia Scott

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Virginia Scott : Google (Corporations That Changed the World) before purchasing it in order to gage whether or not it would be worth my time, and all praised Google (Corporations That Changed the World):

5 of 7 people found the following review helpful. Google for idiotsBy Micky LeeAfter reading 17 pages of this book, I have decided that this book is written for readers who like to insult their own intelligence. This book is more like a term paper written by sophomore students who like to work on a paper called "Google", but "gee, I don't have any research question". Sentences in some paragraphs do not link to each other, and there is no relation between

paragraphs. Needless to say, there is no central theme to each chapter. More, the author is lazy enough not to do more background research for her claims. For example, on p. 9, she wrote: "A keyword-targeted advertising program provided more revenue. Partnerships formed with Yahoo! and China's leading portal, among others". Can you tell me which China's leading portal you are talking about (just google it please?) On p. 12, there is a paragraph long of introduction to USSR, which starts with: "USSR stands for the Union of Soviet Socialist Republics and was also known as Russia and the Soviet Union". Wow, like we don't know. It may take at most two months for someone-- anyone-- to compile the book. And it costs \$45. I printed it out from the publisher online website; still I feel I have wasted money on ink.

It's the American dream? start a company, make a fortune, and retire early. But to become multimillionaires in their twenties, as Google founders Larry Page and Sergey Brin did, boggles the mind. All they did, after all, is come up with a better way to search for things on the Internet, right? Only in part. No company achieves a market value in the range of \$172 billion (in early 2008) based on a single good idea. This new entry in the Corporations That Changed the World series shows how Google exploited the rage for click through ads, instant news, mapping and satellite imagery, email, and more to create a high-tech behemoth that has done nothing less than change the way we work and live. Chapters in the book: bull; Explain the importance of the company and the essential disruptions it introduced that changed business forever. -Detail Google's origins and brief history bull; Present biographies of the founders and the historical context in which they launched the company. -Explain Google's strategies and innovations bull; Show how Google's treatment of employees? food for free, concierge services, laundry facilities, and more? set the bar high for any company eager to attract the best and brightest bull; Assess Google's impact on society, technology, processes, methods, etc. (Huge, considering that the company's name has become a verb in the English language!) bull; Show how Google beat Yahoo and other companies working hard to create a roadmap of the Internet. -Detail financial results over the years bull; Predict Google's future prospects and successes. In addition, author Virginia Scott offers special features that include a look at the colorful people associated with Google, interesting trivia, ethical issues and controversies, a focus on products, what its detractors have to say, and a look at where the company is headed. Google? a company that changed, and is changing, the world.

"hellip; A useful work for anyone wanting a readable overview of Google and its impact on society. Recommended. General readers and lower-division undergraduate students." - Choice "The author's writing, although very detailed, is concise, easy to understand, and never too technical. Descriptions of how users have benefitted from Google technologies are accompanied by examples. This book is invaluable to those interested in Google and how it became the most popular search engine on the Web despite never advertising itself. Students with reports to write will appreciate the book's organization and moments of less formal, more conversational writing." - VOYA "Considering its light tone and easy reading, Scott's Google would seem to be most at home in a middle or perhaps high school library, or in the hands of the reader needing only a quick and simple overview of the corporation whose approach to information retrieval, as the Corporations That Changed the World series posits, changed the way we live." - Against the Grain About the Author Virginia Scott is a freelance instructional designer for colleges, universities, and private companies. Her clients have included the University of Virginia, the University of Colorado, the State of Maryland, Thomson Learning, and others. She also teaches online courses for colleges. The author of the Agile Manager's Guide to Training for Excellence, she holds an M.A. and M.Ed. from the University of Virginia.