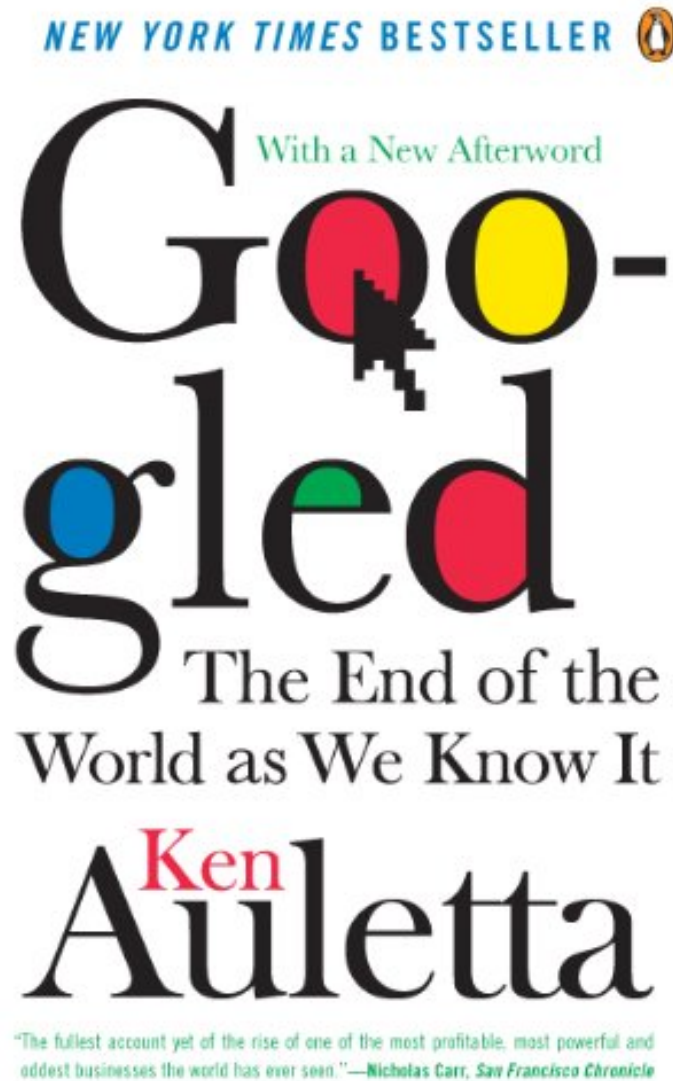


## Googled: The End of the World As We Know It

Ken Auletta

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**Ken Auletta : Googled: The End of the World As We Know It** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Googled: The End of the World As We Know It:

1 of 1 people found the following review helpful. Great read By Dylan O. Glad I finally got around to this one. Much of Google's history has become pretty public knowledge but Auletta dives deeper than most. Whenever a company becomes as powerful as Google (i.e. Microsoft, GM, GE, Disney, etc.) there is so much to be learned in their history, successes and failures. I think society has accepted the value of biographies but these company profile/expose books or whatever you want to call them are becoming equally valuable. Just breaking down the theory and negotiation of some

of Google's biggest acquisitions was worth the admission price alone. Hearing the stories of incumbent media companies doubting and then fearing Google is priceless. If you're an Android nerd like I am you will love the origins of the mobile OS and the struggles with carriers and FCC regulations. Who knew that was all it took to establish a dominant mobile empire without even really trying that hard? The sub-title is a little misleading. Never did I feel like Auletta really believed that Google was changing the world in an evil way. And for what it's worth, the book goes on lots of useful tangents about companies other than Google. This isn't a prophetic call to arms to stop a monopolistic monster. But it is a fantastic examination of the the most fascinating company of the digital generation. I hope my review has been helpful to you. It encourages me to continue writing and updating my reviews. Please leave a comment if you have any questions, I will be more than happy to answer if I can be of help. 1 of 1 people found the following review helpful. Maybe the best book I've read about Google

By rchMaybe the best book I've read about Google and tech culture. It has made me think - despite many who are using it to herald the decline of Google - to further invest in the company. I think it's interesting how rarely writers call these businessmen out on their conflicts of interest or accurately contextualize their position. It bothers me how little real knowledge most of these tech writers have about the companies they cover. Auletta seems to think that Google's engineering culture is problematic because it leads to PR blunders or angers competitors. The problem is really that an engineer is almost an alien compared to most people - people who think emotionally or practically instead of systematically. Robert Greene has a very good chapter about this, about knowing your audience and feeling connected to it. A product like Google Wave solves a problem that no has complained about and its launch makes sense only to someone who takes communities and groups for granted. This is what an engineering culture does to you - it deprives you of common sense and of a direct kinship with the people whom you're trying to serve. 1 of 1 people found the following review helpful. Google from its founding to 2009

By Jake E. HambyAn excellent read, with many insightful observations and surprisingly candid quotes from Google executives and other insiders about Google's disruptive role in the advertising, media, and technology worlds. While the trends in the book have advanced in the years since it was written, the core challenges of Google's business model, its relationship to its users and competitors, and Google's corporate culture, remain largely the same.

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.

From Publishers WeeklyTwo Googles emerge in this savvy profile of the Internet search octopus. The first is the actual company, with its mixture of business acumen and naiuml;ve idealism (Don't Be Evil is the corporate slogan); its brilliant engineering feats and grad-students-at-play company culture; its geek founders, Sergey Brin and Larry Page, two billionaires who imbibe their antiestablishment rectitude straight from Burning Man; its pseudo-altruistic quest to offer all the world's information for free while selling all the world's advertising at a hefty profit. The second Google is a monstrous metaphor for all the creative destruction that the Internet has wrought on the crumbling titans of old media, who find themselves desperately wondering how they will make money off of news, music, video and books now that people can Google up all these things without paying a dime. The first Google makes for a standard-issue tech-industry grunge-to-riches business story, its main entertainment value being Brin's and Page's comical lack of social graces. But New Yorker columnist Auletta (World War 3.0: Microsoft and Its Enemies) makes the second Google a starting point for a sharp and probing analysis of the apocalyptic upheavals in the media and entertainment

industries. (Nov. 3) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "At last, a book about Google that does not require readers to get in touch with their inner geek. The most important company of the internet era, and the most controversial new media company for a generation has deserved a more accessible account for the general reader. In the hands of Ken Auletta, media writer for The New Yorker magazine, it gets one." \* Financial Times \* "Ken Auletta, one of America's best business journalists, has turned his attention on the firm, with particular reference to the challenges it faces ... superbly reported" -- John Lanchester \* Observer \* "This insightful book reinforces the need for old media ... brilliant" \* The Times \* "Compelling" \* The Economist \* "The story he is telling, and its ramifications, is a narrative which is shaping the era in which we live, and at a frightening pace" \* Telegraph \*About the AuthorKen Auletta has written the Annals of Communications column for The New Yorker since 1992. He is the author of eight books, including THREE BLIND MICE: How the TV Networks Lost Their Way; GREED AND GLORY ON WALL STREET: The Fall of The House of Lehman; and WORLD WAR 3.0: Microsoft and Its Enemies. In naming him America's premier media critic, the Columbia Journalism said, "no other reporter has covered the new communications revolution as thoroughly as has Auletta." He lives in Manhattan with his wife and daughter.