

# The Google Story

**THE NATIONAL BESTSELLER**  
**UPDATED EDITION**

**Inside the Hottest Business, Media and  
Technology Success of Our Time**



**David A. Vise**

*Author of the New York Times Bestseller The Bureau and the Mole*  
**and Mark Malseed**

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## Book Description

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' 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.

## Amazon.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.

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

About Author

David A. Vise, formerly a Pulitzer Prize-winning reporter for the Washington Post, is now Senior Commentator for breakingviews.com, a leading online international financial commentary service. He is the author of three previous books, including the New York Times bestseller *The Bureau and the Mole*. Mark Malseed, a former researcher for Bob Woodward, has contributed to the Washington Post, the Boston Herald, and other publications.

From AudioFile Narrated with classy restraint by Stephen Hoyer, this story is so exciting it's inescapable. Two precocious sons of professors, one with unbounded curiosity about all things mathematical and the other with an uncanny gift for deal making, created the search engine that revolutionized how we find things on the World Wide Web. Their unconventional story of humor, social responsibility, and relentless curiosity rises above most dot-com sagas because the protagonists are so entertaining. From their beginnings at Stanford through the initial public offering and all the turf wars and intellectual challenges that followed, the story of how these two characters became gazillionaires is totally engaging. T.W.

Book Dimension :

length: (cm)23.1 width:(cm)15.5

作者介绍:

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标签

google

传记

互联网

商业

商业故事

美国

经验

经济学

## 评论

2 Stanford PHD....

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没坚持看完，当时拿他练练英语翻译

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是看了电影facebook才有兴趣读这本书的。事实证明这些技术天才们才不呆，不按社会惯性行事不是他们不理解而是不在乎，佼佼者更是能在鄙视的基础上颠覆你！信息技术革命确实是场革命，想想工业革命后紧接着来的是神马吧？  
哦别忘了一点，看过时书的好处：经历时间的验证，可以知道哪些是胡扯哪些人厉害。比如，早在gmail产品正式上线前，其广告定向模式在美国本土就倍受争议，顾问Temp letion当时提出：这只是美国，你有没有想过有一天gmail在中国或者阿拉伯世界火了你将面临怎样的问题？哈哈，这不就是我们现在面临的问题，gmail国庆前后都登不上去也~~

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像历史短剧一样读吧。毕竟时代和环境大不同了。

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A wonderful company found by two Stanford PHD. And the two guys are creating this company to change the world. I was wondering when Chinese people can generate such a great company. 10 years ? or 20?

## 书评

这便是美国新闻记者以惯用的手笔与方式刻画的传记。内容乏味，平铺直叙的。如果喜欢Google又想练习练习英文阅读，那倒不妨一读。如果你曾在较常一段时间关注过Google，那这本书对你来说只是浪费金钱。

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I still remember the days when we hook up the Internet at home with a 36.6kbps speed. The dialing of modem which came with buzzing sound indicated that we are connected to the Internet, or not. Back in the days, Excite was the dominant search engine. It wa...

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A must-read for Google fans. Knowing how it originally comes from and grows up let u understand the inner spirit better. A great company serves a purpose. Keeping the purpose and serving it beyond best makes a company great. Moreover, the phrase Page said ...

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起码态度满朴实的，对比讲facebook的那本也太花俏，太biased了。这么多年了，故事没有什么新颖的地方了，但是作者能refrain from wishfully attribute definitive "cause" to past events，个人觉得已经超过好多当今的流行书了。

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1，勾勒了两位老板布林和佩吉的大致轨迹 2，描绘了该公司的简历  
3，内容客观较全面，能整顿下对GOOGLE公司的认识，从而学到很多东西

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Google作为互联网有着传奇色彩的公司，这本书呈现了一个很好的商业案例。书中有许多有用的行业数据和行业信息，以及值得借鉴的google的融资操作过程和独树一帜的发展理念和企业文化。最后附录中 23 google search tips 以及google cheat sheet 很实用。

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文风自然就不说了，没什么吸引人的地方。就google故事本身来说，因为没有看过传说中的'the search'，所以还是知道了一些以前不知道的事情。  
比方，google并不像传说中那样‘do not do evil’，从作者的描写来看，它还是很注重赚钱这件事的。作者多次提到google怎样怎样就是 ‘...’

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说到web2.0，大家肯定会说Web2.0是以Flickr、43Things.com等网站为代表，以Blog、TAG、SNS、RSS、wiki等社会软件的应用为核心，依据六度分隔、xml、ajax等新理论和技术实现的互联网新一代模式。不过，说到现在web2.0的搜索网站是怎样的呢？曾经对别人说过，我可...

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