

The Google Story

THE NATIONAL BESTSELLER
UPDATED EDITION

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



David A. Vise

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and Mark Malseed

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"The Google Story" (using logo) 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-two 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 fully updated edition of the 2005 title, David A. Vise brings readers fully up to speed on the latest developments and issues facing the company as it continues to expand and innovate while trying to sustain the guiding vision of 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".

作者介绍:

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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。

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...

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 ...

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。

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

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。

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 ‘...’

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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