

Google



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Each Book in the Series: explains how the company changed the way we live, work, enjoy leisure, communicate, drive, or shop; details each company's history, innovations and competitive advantage, missteps, financial results, and future

prospects; spotlights entrepreneurs and the methods they used to achieve stellar results; and, provides timelines for context, trivia for fun, case studies for learning, and executive biographies for interest and profit. Chapters in the Book: present biographies of the founders, and the historical context in which they launched the company; 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; assess Google's impact on society, technology, processes, methods, etc.; show how Google beat Yahoo and other companies working hard to create a roadmap of the Internet; detail financial results over the years; and, predict Google's future prospects.

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Too much cliché and, boring

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