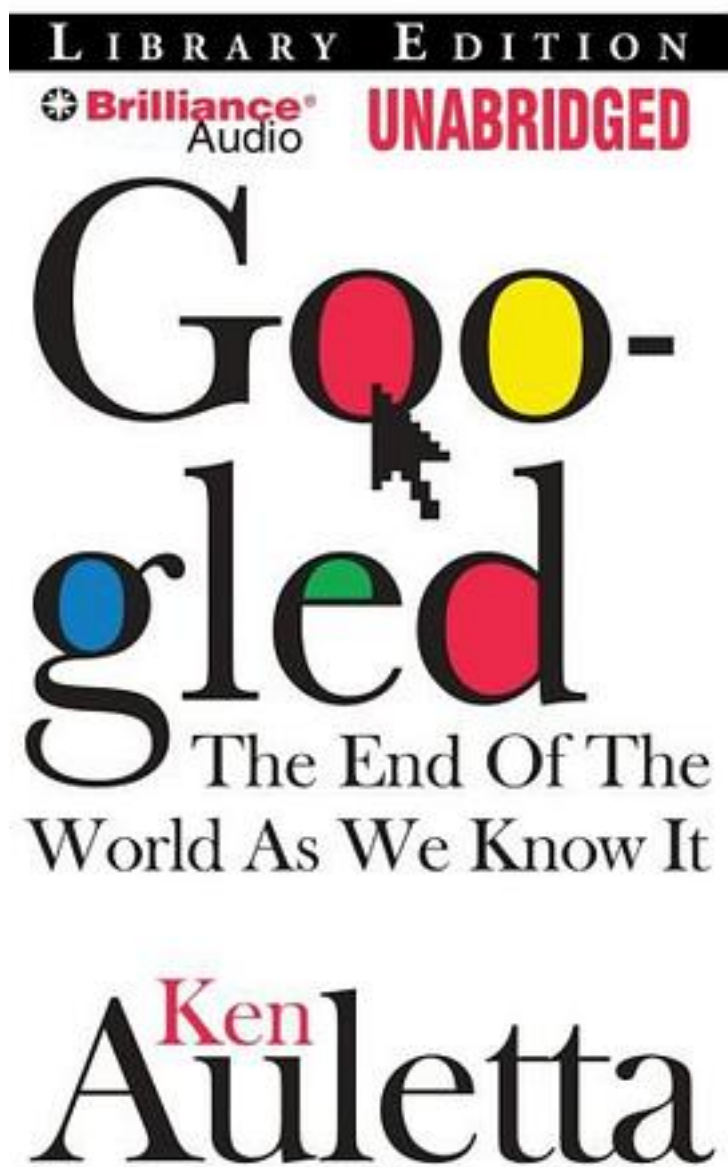


Googled



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There are companies that create waves and those that ride or are drowned by them. This is a ride on the Google wave, and the fullest account of how it formed and crashed into traditional media businesses. 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, Ken Auletta reveals how the industry is being disrupted and redefined. Auletta goes inside Google's closed-door meetings, introducing Google's notoriously private founders, Larry Page and Sergey Brin, as well as those who work with - and against - them. In "Googled", the reader discovers the 'secret sauce' of the company's success and why the worlds of 'new' and 'old' media often communicate as if residents of different planets. It may send chills down traditionalists' spines, but it's a crucial roadmap to the future of media business: the Google story may well be the canary in the coal mine. "Googled" is candid, objective and authoritative. Crucially, it's not just a history or reportage: it's ahead of the curve and unlike any other Google books, which tend to have been near-histories, somewhat starstruck, now out of date or which fail to look at the full synthesis of business and technology.

作者介绍:

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标签

创业史

Google

评论

很好读的谷歌创业史。2010年在英国买的，现在才想起来看，却正巧验证了作者当时关于信息泄露等风险的担心。

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书评

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