



Google (Corporations That Changed the World)

Virginia Scott

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It's the American dream?start a company, make a fortune, and retire early. But to become multimillionaires in their twenties, as Google founders Larry Page and Sergey Brin did, boggles the mind. All they did, after all, is come up with a better way to search for things on the Internet, right? Only in part. No company achieves a market value in the range of \$172 billion (in early 2008) based on a single good idea. This new entry in the **Corporations That Changed the World** series shows how Google exploited the rage for click through ads, instant news, mapping and satellite imagery, email, and more to create a high-tech behemoth that has done nothing less than change the way we work and live.

Chapters in the book:

- Explain the importance of the company and the essential disruptions it introduced that changed business forever. -Detail Google's origins and brief history
- Present biographies of the founders and the historical context in which they launched the company. - Explain Google's strategies and innovations
- 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. (Huge, considering that the company's name has become a verb in the English language!)
- Show how Google beat Yahoo and other companies working hard to create a roadmap of the Internet. - Detail financial results over the years
- Predict Google's future prospects and successes.

In addition, author Virginia Scott offers special features that include a look at the colorful people associated with Google, interesting trivia, ethical issues and controversies, a focus on products, what its detractors have to say, and a look at where the company is headed. Google?a company that changed, and is changing, the world.

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Now a day individuals who Living in the era where everything reachable by connect to the internet and the resources inside can be true or not involve people to be aware of each information they get. How many people to be smart in acquiring any information nowadays? Of course the answer then is reading a book. Reading a book can help people out of this uncertainty Information particularly this Google (Corporations That Changed the World) book as this book offers you rich data and knowledge. Of course the info in this book hundred pct guarantees there is no doubt in it everybody knows.

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The particular book Google (Corporations That Changed the World) has a lot associated with on it. So when you check out this book you can get a lot of gain. The book was authored by the very famous author. Tom makes some research prior to write this book. This particular book very easy to read you can obtain the point easily after looking over this book.

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