

Chapter 1 : NPR Choice page

This item: The Google Story (Updated Edition): Inside the Hottest Business, Media, and Technology Success by David A. Vise Paperback \$ In Stock. Ships from and sold by calendrierdelascience.com

Chapter One A Healthy Disregard for the Impossible Sergey Brin and Larry Page cruised onto the stage to the kind of roars and excitement that teenagers normally reserve for rock stars. They had entered the auditorium through a rear door, leaving behind photographers, sunglasses, a pair of hired cars with drivers, and an attractive young woman who was traveling with Sergey. They were near the birthplace of civilization, thousands of miles and an ocean away from the place where their work together had begun. It seemed as good a place as any for a pair of young superstars, whose shared ambition revolved around changing the world, to talk about what they had done, how they had done it, and what their dreams were for the future. It was September , and the hundreds of students and faculty at this Israeli high school geared toward the brightest young minds in mathematics wanted to hear everything the youthful inventors had to say. Many of them identified with Brin because, like him, they had escaped with their families from Mother Russia in search of freedom. And they related to Page just as eagerly, since he was part of the duo that had created the most powerful and accessible information tool of their time—a tool sparking change that was already sweeping the world. Like kids playing basketball and dreaming of being the next Michael Jordan, the students wanted to be like Sergey Brin and Larry Page. I got this crazy idea that I was going to download the entire Web onto my computer. I told my advisor that it would only take a week. After about a year or so, I had some portion of it. You should try to do things that most people would not. And while not much older than the throng of high school students who packed the jammed auditorium, they were truly in a class by themselves. In the rich and storied history of American invention and capitalism, there had never been a meteoric rise comparable to theirs. It had taken Thomas Edison a quarter century to invent the lightbulb; Alexander Graham Bell had spent many years developing the telephone; Henry Ford created the modern assembly line and turned it into the mass production and consumption of automobiles only after decades of work; and Thomas Watson Jr. But Brin and Page, in just five years, had taken a graduate school research project and turned it into a multibillion-dollar enterprise with global reach. The youthful pair had changed the lives of millions of people by giving them free, instant access to information about any subject. And by being devilishly clever in the Internet age, they had created the best-known new brand in the world without advertising to promote the name. The two were astute businessmen, and knew that to succeed over time it was imperative that they remain in complete control of their privately owned business and its quirky culture. It saddened Page that many inventors die without ever seeing the fruits of their labors. Determined to avoid a similar fate, he and Brin understood how to use the right connections, access to money and brilliant minds, raw computing power, and a culture of limitless possibilities to make Google a beacon and a magnet. Yet they knew that maintaining the pace of innovation and the mantle of leadership would be no easy feat, since they faced a deeper-pocketed competitor in Microsoft, and a ruthless combatant in its chief, the billionaire Bill Gates. Supremely confident about their achievements and vision, Brin and Page had been on a roll ever since they started working together. They wanted no one—neither competitors nor outside investors—to come between them or interfere in any way. That combination of dependence on each other, and independence from everyone else, had contributed immeasurably to their astounding success. Then we hit it off and became really good friends. That was about eight years ago. And we started working really, really hard on it. We worked through holidays, and worked many, many hours a day. It ended up working out, but it is hard because it takes a lot of effort. We always need more computers. Being in Silicon Valley at this time, it was relatively easy to do. We started up the company, and it grew and grew and grew—and that is why we are here. There is so much that can be done with these new technologies. We are an example of that. And there are so many things like that out there. There are so many opportunities where you can have a huge impact on the world by using the leverage of science and technology. All of you are uniquely positioned, and you should be excited about that. They were on the prowl for talent, and they were considering opening new offices. For Sergey, who has a sharp sense of

humor, the search was ongoing. I was on until 4 a. And then I got on again earlier this morning. It is an invaluable tool. It is kind of like a respirator now. Sergey recognized that he had a special opportunity to motivate these students, so he took the wireless microphone in hand, stood up, and connected. He had been advised before they came to the high school that this group truly was extraordinary, the best of breed, and the recent recipients of all but three of the top mathematics prizes in the country. I went to the United States. Similar to here, I have standard Russian-Jewish parents. My dad is a math professor. They have a certain attitude about studies. And I think I can relate that here, because I was told that your school recently got seven out of the top ten places in a math competition throughout all Israel. The first one is the beautiful weather and the windows. You are very fortunate to be in such a beautiful setting. How many of you used the Internet yesterday? From the Hardcover edition.

Chapter 2 : David A. Vise - Wikipedia

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Chapter 3 : The Google Story - David A. Vise - Google Books

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Chapter 6 : The Google Story by David A. Vise

Obviously this book does not cover the entire story of Google in depth, but it does provide a look into the company from the time the founders were students in graduate school until the time when the book was published.

Chapter 7 : Book Review: The Google Story

Synopsis The Google Story is the definitive account of one of the most remarkable organizations of our calendrierdelascience.com day over sixty-four million people use Google in more than one hundred languages, running billions of searches for information on everything and anything.

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The Google Story by David A. Vise and Mark Malseed Bantam Dell ISBN When Larry Page met Sergey Brin at Stanford University in , sparks flew.