

Googled: The End of the World as We Know It



In *Googled*, esteemed media writer and critic Ken Auletta uses the story of Google's rise to explore the inner workings of the company and the future of the media at large. Although Google has often been secretive, this book is based on the most extensive cooperation ever granted a journalist, including access to closed-door meetings and interviews with founders Larry Page and Sergey Brin, CEO Eric Schmidt, and some 150 present and former employees. Inside the Google campus, Auletta finds a culture driven by brilliant engineers in which even the most basic ways of doing things are questioned. His reporting shines light on how Google has been so hugely successful - and why it could slip. On one hand, Auletta reveals how the company has innovated, from Gmail, Google Maps, and Google Earth, to YouTube, search, and other seminal programs. On the other, he charts its conflicts: the tension between massive growth and its mandate of *Dont be evil*; the limitations of a belief that mathematical algorithms always provide correct answers; and the collisions of Google engineers who want more data with citizens worried about privacy. More than a comprehensive study of media's most powerful digital company, *Googled* is also a lesson in new media truths. Pairing Auletta's unmatched analysis with vivid details and rich anecdotes, it shows how the Google wave grew, how it threatens to drown media institutions once considered impregnable - and where it is now taking us all.

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Googled: The End of the World as We Know It - Ken In *Googled*, esteemed media writer and critic Ken Auletta uses the story of Google's rise to explore the inner workings of the company and the future of the media. **Googled: The End Of The World As We Know It - Business Insider** Nov 2, 2009 *Googled: The End of the World As We Know It* By Ken Auletta Hardcover, 400 pages. Penguin Press List price: \$27.95. Read An Excerpt. **Googled: The End of the World As We Know It: Ken Auletta** Feb 25, 2013 - 3 min - Uploaded by InvestingAudioBook <http://> This is the summary of *Googled: The End of the World As We Know It*. **Googled: The End of the World as We Know It** Note 4.0/5. Retrouvez *Googled: The End of the World as We Know It* et des millions de livres en stock sur Amazon.fr. Achetez neuf ou d'occasion. **Googled: The End of the World As We Know It Summary** Nov 24, 2009 - 48 min - Uploaded by Talks at Google Ken Auletta visits Google's Mountain View office to present his book *Googled: The End of the World as We Know It*. Temporarily out of stock. Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date as soon as we have more information. **Googled - ACM Digital Library - Association for Computing Machinery** Nov 10, 2009 Ken Auletta talks about *Googled: The End of the World As We Know It*. Auletta tells the story of how Google formed and crashed into traditional media. **Ken Auletta: Googled: The End of the World As We Know It Talks** Buy *Googled: The End of the World as We Know It* by Ken Auletta (ISBN: 9780753522431) from Amazon's Book Store. Free UK delivery on eligible orders. **Googled: The End of the World As We Know It - Googled: The End of the World as We Know It** is a book published in 2009 by American writer, journalist and media critic Ken Auletta. It examines the evolution of Google. **Buy Googled: The End of the World as We Know It Book** - *Googled: The End of the World As We Know It* Bestselling author Ken Auletta takes readers for a ride on the Google wave, telling the story of how it formed and crashed. **Ken Auletta: Googled: The End of the World as We Know It** Mehta Feb 20, 2010 Google's mix of innocence and arrogance has served it well so far. But this book suggests the future may not be so simple, says John Mehta. **Buy Googled: The End of the World As We Know It Book** - *Googled* is candid, authoritative and based on extensive research, including in-house access at Google HQ where Ken Auletta had unprecedented access. **Googled: The End of the World as We Know It: Ken Auletta** Editorial Reviews. From Publishers Weekly. Two Googles emerge in this savvy profile of the company. **Googled: The End of the World As We Know It** by [Auletta, Ken. **Googled: The End of the World as We Know It (Japanese Edition)** Japanese edition of *GOOGLED: The End of the World As We Know It* by Ken Auletta, a columnist for *The New Yorker* shares the reality of the media industries. **Googled: The End of the World As We Know It eBook** Scopri *Googled: The End of the World As We Know It* di Ken Auletta, Jim Bond: spedizione gratuita per i clienti Prime e per ordini a partire da 29€ spediti da Amazon. **Jack Shafer reviews Googled by Ken Auletta - Washington Post** By Jack Shafer. Sunday, December 27, 2009. *GOOGLED. The End of the World as We Know It*. By Ken Auletta. Penguin. 384 pp. \$27.95. WP BOOKSTORE. **Book Review - Googled - The End of the World as We Know It**, by Ken Auletta: *Googled: The End of the World As We Know It* - account ever told of Google's rise, shares the secret sauce of Google's success, and shows why the world of Google is so different. **Googled: Biography Of A Company, And An Age** : NPR A revealing, forward-looking examination of the outsize influence Google has had on the changing media landscape. There are companies that create waves. **Googled: The End of the World as We Know It: Ken Auletta** - *Googled: The End of the World as We Know It* jetzt kaufen. ISBN: 9780753522431, Fremdsprachige Bücher - Popkultur. **Googled: The End of the World As We Know It by Ken Auletta - YouTube** Nov 27, 2009 How the company shot to success, and why executives across industries are striking defensive poses. **Googled: The End of the World as We Know It: Ken Auletta, Jim** In the gossipy world of New York journalism, the firing of Jill Abramson from her position at Google. *Googled: The End of the World As We Know It*. SHARE on FACEBOOK or **Ken Auletta :: Official Site** *Googled* has 2518 ratings and 273 reviews. Brian said: Such an interesting company, such a terrible book. I thought it would be about Google. I thought *Googled* - **Ken Auletta** Ken Auletta: *Googled: The End of the World as We Know It*. **Googled: The End of the World as We Know It by Ken Auletta** Jan 25, 2014 In *Googled: The End of the World As We Know It*, Auletta discusses the story of Google's rise, its current aims, and future plans. Drawing on his experience, **Googled: The End of the World As We Know It: Ken Auletta** *Googled: The End of the World As We Know It* [Ken Auletta] on Amazon.com. *FREE* shipping on qualifying offers. The fullest account yet of the rise of one of the world's most powerful companies. **Googled: The End of the World As We Know It: Ken Auletta, Jim** - *Googled: The End of the World as We Know It* jetzt kaufen. ISBN: 0889290330222, Fremdsprachige Bücher - Kommunikation.