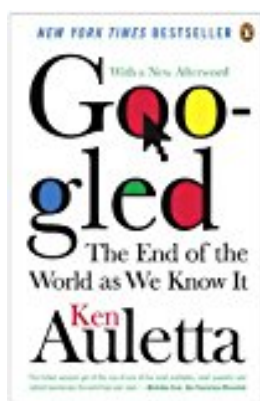


# [PDF] Googled: The End Of The World As We Know It

**Ken Auletta - pdf download free book**

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**Books Details:**

Title: Googled: The End of the World  
Author: Ken Auletta  
Released: 2010-10-26  
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Pages: 432  
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**Description:**

**From Publishers Weekly** Auletta offers a comprehensive history of Google's meteoric rise, profiling its creators, Larry Page and Sergey Brin, the initial team members, previous commentators on the organization, and Google's various competitors over the years. Jim Bond captures Auletta's tone admirably, tonally balancing fact and opinion within the book. Despite some vocal wavering, Bond commands our attention and sustains interest with pacing and emphasis that enable listeners to absorb the information effortlessly along with the significance of certain moments and individuals.

*A Penguin Press hardcover (Reviews, Aug. 24). (Nov.)*

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**Review** "This is an engrossing look at Google and the broader trends in information and entertainment in the Internet age."—**Booklist**, Starred Review

"[A] savvy profile of the Internet search octopus....[and] a sharp and probing analysis of the apocalyptic upheavals in the media and entertainment industries."—**Publishers Weekly**

"Auletta uncovers some endlessly colorful material and assesses [Google's] prospects critically but fairly."—**Kirkus Reviews**

"Auletta has captured something critical and true about the tribe that made the enormous success of Google possible. His understanding is critical and essential for anyone trying to predict how long this run of enormous success will continue. Bottom line: Not forever, and maybe not much longer. Here's exactly why."—**Larry Lessig**, author of *Remix: Making Art and Commerce Thrive in the Hybrid Economy* and *Free Culture: The Nature and Future of Creativity*

"A uniquely incisive account of the new Internet revolution, powered by Ken Auletta's unparalleled access. Essential reading."—**Marc Andreessen**, founder of Netscape and co-founder of Ning

"Ken Auletta has produced the seminal book about media in the digital age. It is a triumph of reporting and analysis, filled with revealing scenes, fascinating tales, and candid interviews. Google is both a driver and a symbol of a glorious disruption in the media world, and Auletta chronicles, in a balance and thoughtful way, both that glory and that disruption."—**Walter Isaacson**, author of *Einstein: His Life and Universe* and *Benjamin Franklin: An American Life*

--This text refers to an out of print or unavailable edition of this title.

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