

SWIPE TO UNLOCK

You probably search on Google every day. But have you ever wondered how Google makes billions of dollars while providing search, email, and maps for free? How do they figure out which ads perfectly capture your interests? And how do they search the entire internet so quickly, anyway? Using real-world examples, Swipe to Unlock gives you a peek under the hood of the technology you use every day, decodes technologists' weirdest jargon, and shows you how technology is changing the society we live in for better or for worse. Unlock the answers you need to become a better-educated consumer, digital citizen, or technology professional.



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USD \$9.99

ISBN 978-1-2345678-9-7



"This book contains the things they don't teach you in school that I needed to know to get job offers from Google, Facebook, and Microsoft."

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The Noncoder's Guide to
Technology and the
Business Strategy Behind It

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