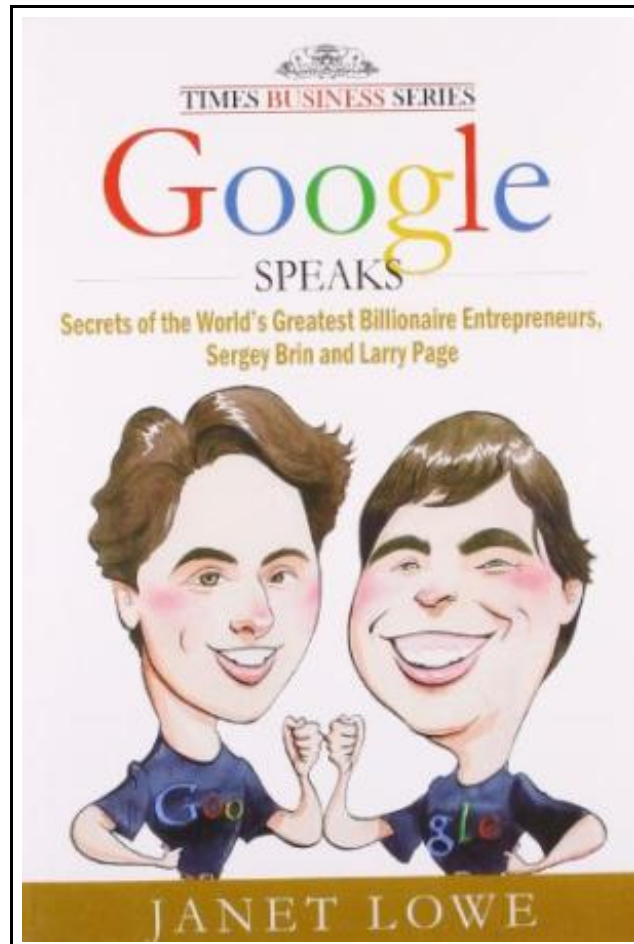


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(Prof. Lenna Beatty III)

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Times Group Books, New Delhi, India, 2010. Softcover. Book Condition: New. First Edition. Google Speaks is an easy to read, informative book about one of the most important companies in the 21st century. Written in the "Speaks" style that has proven so successful in profiling other business leaders, Google Speaks reveals the amazing story behind Google, a company that in a brief 15 years has become a household name and, in the process, has created a new model for corporate responsibility and employee relations. Written by Janet Lowe, the book examines how Google's founders, Larry Page and Sergey Brin, transformed their vision of a better Internet search engine into a business colossus with about \$16 billion in annual revenue. Lowe explores the values that drive Brin and Page; for example, how they both live in modest apartments and drive Toyota Priuses, despite each having a net worth in excess of \$18.5 billion. It discusses how Brin and Page have created a culture that fosters creativity and fun, while at the same time, keeping Google at the forefront of technology through large R&D investments and partnerships with organizations such as NASA. The book also addresses controversial issues surrounding Google, such as copyright infringement, antitrust concerns, and personal privacy. In addition to exploring Google's break-through business strategies, Lowe explains why Google may be a harbinger of where corporate America is headed in terms of corporate culture, social responsibility and employee relations. In short, Google Speaks provides insights into the people and philosophies behind one of the most important new companies of our time. Printed Pages: 336.



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