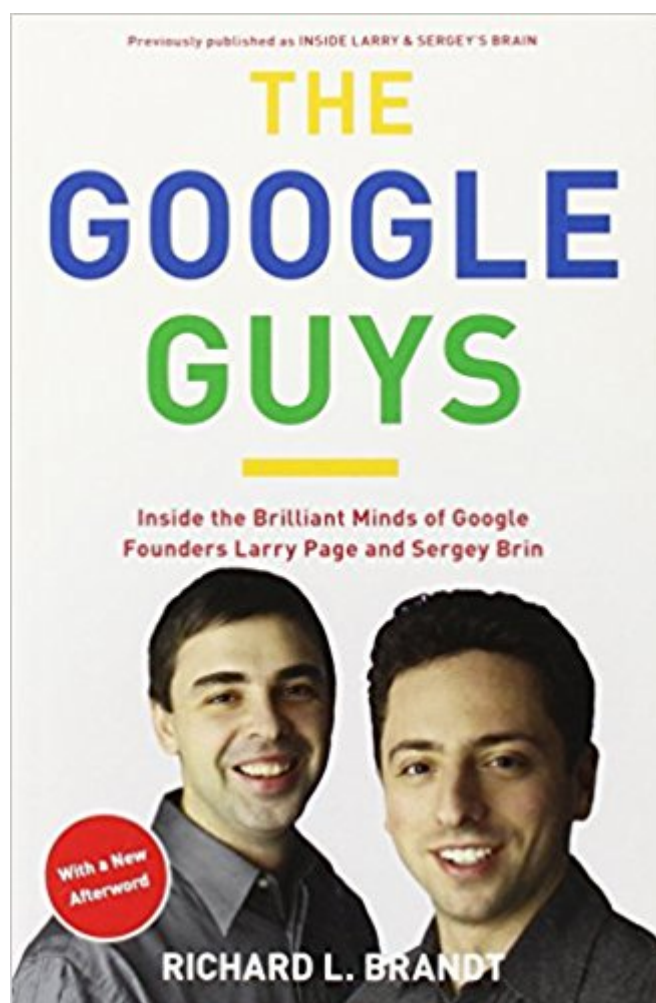


The book was found

The Google Guys: Inside The Brilliant Minds Of Google Founders Larry Page And Sergey Brin



Synopsis

How much do you really know about Google's founders, Larry Page and Sergey Brin? The Google Guys skips past the general Google story and focuses on what really drives the company's founders. Richard L. Brandt shows the company as the brainchild of two brilliant individuals and looks at Google's business decisions in light of its founders' ambition and beliefs. Larry is the main strategist, with business acumen and practical drive, while Sergey is the primary technologist and idealist, with brilliant ideas and strong moral positions. But they work closely together, almost like complementary halves of a single brain. Through interviews with current and former employees, competitors, partners, and senior Google management, plus conversations with the founders themselves, Brandt demystifies the company while clarifying a number of misconceptions.

Book Information

Paperback: 272 pages

Publisher: Portfolio; Reprint edition (June 28, 2011)

Language: English

ISBN-10: 1591844126

ISBN-13: 978-1591844129

Product Dimensions: 5.1 x 0.7 x 7.8 inches

Shipping Weight: 7.8 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 8 customer reviews

Best Sellers Rank: #636,529 in Books (See Top 100 in Books) #138 in Books > Computers & Technology > Internet & Social Media > Online Searching #151 in Books > Biographies & Memoirs > Professionals & Academics > Computers & Technology #430 in Books > Business & Money > Industries > Computers & Technology

Customer Reviews

Richard L. Brandt is an award-winning journalist who has been writing about Silicon Valley for more than two decades. He is well known in the technology community as a former correspondent for *Businessweek*, where he won a National Magazine Award. He is also the author of *The Google Guys* about the founders of Google. He lives in San Francisco.

As an experienced hardware focused engineer I have not followed any of the buzz about google. I have used google for many many years and find the tool useful for doing engineering research and solving technical issues. So reading this book helped me understand much more than I knew about

how google is managed and guided. PRO Easy to read Easy to Understand Good basic information for those wanting to know about google Like Google 101 CON Book did not make me want to work at google (at least the book seems to indicate a youth focused company that does not seek many experience technical people) OVERALL A good read and I enjoyed it. A good place to start if you are interest in understanding Google

Brandt does a very good job of reviewing the past and present, and the good and bad procedures and processes that Google has been and is using to maintain the excitement of a startup and to recruit and keep the "brightest and best" of employees. An excellent book with an insiders view of a very successful company.

ok

It is interesting to read how Sergey and Larry run google and still get involved with subjects outside of their primary business. You can easily see that these two guys are brilliant. The one negative I had with the book was that it did not go very far into the personal lives of the founders.

Helped me to see some of the principles of success that has fueled Google. I especially like their emphasis on workers getting outside their own projects to work on other projects of interest, and the emphasis on small interest groups moving things forward.

starts promisingly, with its breezy narration of Larry and Sergey's early years, how they came together while in university and how they managed to get two top venture capitalists to back them on their terms to start the mother of all internet companies

I was looking for more insight into their genius , but a good read. Great first book on Google guys not definitive last read.

As you can know more about the history behind the two Google guys their performance and contribution as well as their development of a great search engine.

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