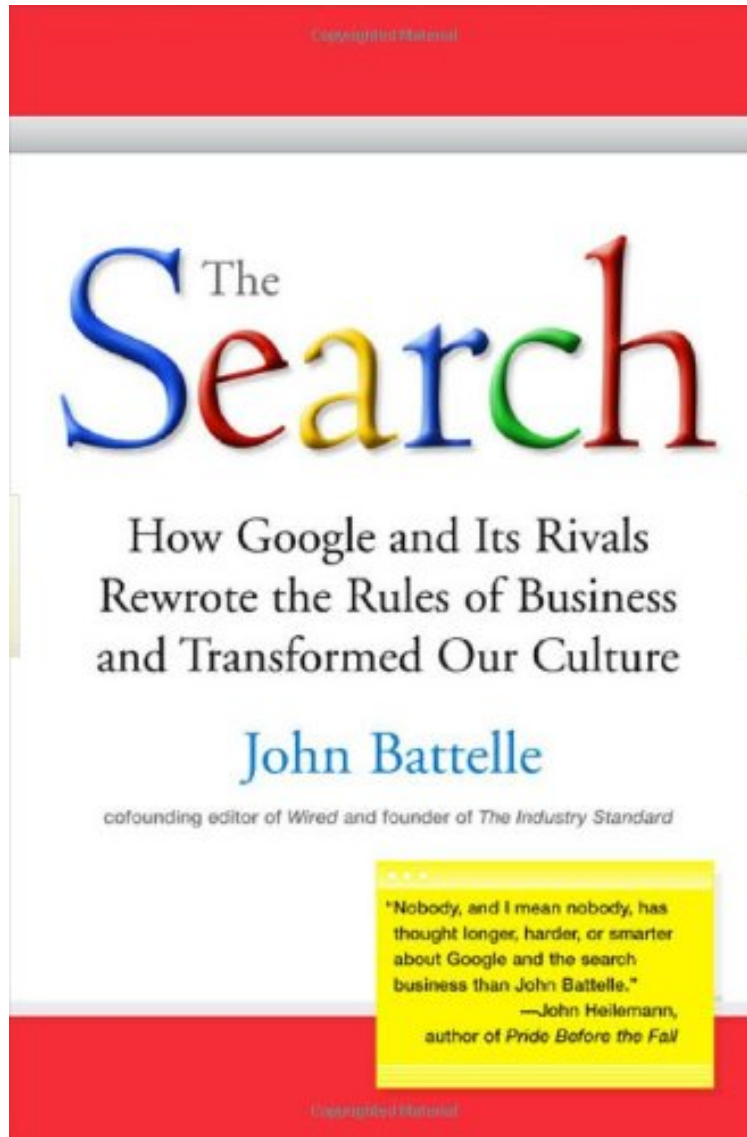


(Mobile ebook) The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture

The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture

John Battelle

DOC | *audiobook | ebooks | Download PDF | ePub



#618377 in eBooks 2005-09-08 2005-09-08 File Name: B004IE9QFO | File size: 22.Mb

John Battelle : The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture before purchasing it in order to gage whether or not it would be worth my time, and all praised The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture:

3 of 3 people found the following review helpful. EpicBy Phil SimonA few weeks ago, I saw a list of the best business

books of all time. I was a bit proud of myself that I had read most of them--at had at least heard of the rest. For whatever reason, though, one book had escape me over the years: *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture*. I was more than five years late, but figured that I owed it to myself to give it a read. I'm glad that I did. I had seen Battelle on Bloomberg West and he was particularly smart and articulate. My one initial hesitation with *The Search*: I had already read many books about Google. (I count Ken Auletta's book among my very favorites.) Did I really need to read yet another book about Larry and Sergey's company? But here's the rub: Battelle's book is hardly Google-specific. Rather, it's about the vast implications of being able to find an increasing amount of information within seconds, a trend that shows no signs of abating. Now, to be sure, you can't write a book about the history of search without delving into Google, but this is a book about so much more than one company. For instance, I learned a great deal about the role of Bill Gross and GoTo.com, a precursor to Google and the guy who cracked the nut on paid placements. I hadn't realized that Larry and Sergey modified Gross' central idea. A Glimpse of What's Beyond While I probably should have read this excellent text when it was released, in a way I'm happy that I stumbled upon it now. Sure, AOL and Yahoo! are not nearly as relevant today as they were when Battelle was hammering away on his Mac. But reading books like this years after their release allows you to assess the author's predictions ex post facto. Battelle's vision of then then-future in 2006 is, for the most part, panning out. On a general level, my very favorite business books do the following: * advance a big idea * teach me something new (not that easy to do, since I read many non-fiction, business, and technology books) * tell interesting stories * leave me wanting more Battelle does all of the above with considerable aplomb. The man is a gifted writer and I can't wait for his next opus. Get. This. Book. Now. 0 of 0 people found the following review helpful. Great book By H. Woo

The Search by John Battelle provides an interesting history of Internet search technology with a heavy emphasis on Google. It also highlights how search engines and the Internet have rapidly changed and offers insight into where search technology may be heading next. Although there is a heavy emphasis Google, the book ultimately aims at the bigger picture: the past, present, and future of search, in both the business and technology aspects. John Battelle does a great job at giving a detailed overview of the role of Search, which is especially helpful for a person like me, who has a very limited knowledge of this topic. In addition, having a strong business and technical background, Battelle is even able to get a lot of insider information to further support his ideas. For example, he is able to incorporate his interviews with people like Brin and Page at Google, Bezos at , Yang and Filo at Yahoo, etc. Not to mention, he even brings the lesser known to the spotlight: Bill Gross, founder of GoTo.com, the first company to successfully provide an Internet search engine which relied upon sponsored search results and pay-per-click advertisements. It is these parts of the book that are most interesting, and enlightening. Not to mention, the book is a lot more credible with so many key figures of the Search industry being incorporated into the book. Before reading this I thought that Search was just a box to enter in terms to search for. However, it is a rapidly growing field that morphs with many business ramifications: advertising, media, and sales to name a few. As we all know, Google makes the majority of their money off advertisements. In addition, many Internet users use the search engine to do their shopping as they are able to do some research on the item and find the best price before making their final purchase. Or, many also just do it because it allows for them to conveniently shop in the comforts of their own homes. The search engine's capabilities are endless. Many really novel ideas are and will continue to be coming out of the search engine/internet media industry. Already, we are thinking beyond text search queries and looking into visual queries. However, at the same time, agreeing with Battelle, we are definitely not far from search becoming like the voice of the Star Trek computer that even understands our verbal queries. 1 of 1 people found the following review helpful. Outstanding writing about the most important company of the day By Customer

Battelle's is a great book with amazing, captivating storytelling. I've only read one other industry book that I tell people is a must-have if you're in the IT business or into the web lifestyle, Stephen Segaller's "Nerds 2.01 - A Brief History of the Internet". Battelle's fine work is right up there with it. The book's main focus is primarily Google, but there's also a healthy dose of the other major players in the search game, like 's A9, AltaVista, AllTheWeb, Yahoo and Microsoft. So there's a holistic view of the search industry, without leaving out any of the majors. The book does, in my opinion, lack a bit of the technical explanation behind Google's processes (I'm a software developer, so I like that kind of thing). I would have enjoyed reading more about Google's data center and distributed computing philosophies and the company's adoption of open source software (there are a couple of paragraphs dedicated towards detailing the former). Google rolled their own Linux implementation, which wasn't mentioned, and have pretty much put Python on the map as a programming, which also didn't make the final cut. But not taking anything away from Battelle's work - he does a fantastic job early on of breaking down web-wide search and the components involved. The book is still spot-on in terms of the strategy, financial profile, legal issues, unique corporate culture, human resources practices, adventures with venture investors, stock performance, insider interviews , horror stories, brutal truths and a historical look at the company. The final chapter, "Perfect Search" also talks about what's on the horizon for search, maintaining the belief that in all, web search is only 5% completed. It's fine writing. Pick this one up. Kudos, John - well done.

What does the world want? According to John Battelle, a company that answers that questionmdash;in all its shades of

meaningdash;can unlock the most intractable riddles of business and arguably of human culture itself. And for the past few years, that's exactly what Google has been doing. But The Search offers much more than the inside story of Google's triumph. It's a big-picture book about the past, present, and future of search technology and the enormous impact it's starting to have on marketing, media, pop culture, dating, job hunting, international law, civil liberties, and just about every other sphere of human interest. From the Trade Paperback edition.

.com If you pick your books by their popularity--how many and which other people are reading them--then know this about The Search: it's probably on Bill Gates' reading list, and that of almost every venture capitalist and startup-hungry entrepreneur in Silicon Valley. In its sweeping survey of the history of Internet search technologies, its gossip about and analysis of Google, and its speculation on the larger cultural implications of a Web-connected world, it will likely receive attention from a variety of businesspeople, technology futurists, journalists, and interested observers of mid-2000s zeitgeist. This ambitious book comes with a strong pedigree. Author John Battelle was a founder of The Industry Standard and then one of the original editors of Wired, two magazines which helped shape our early perceptions of the wild world of the Internet. Battelle clearly drew from his experience and contacts in writing The Search. In addition to the sure-handed historical perspective and easy familiarity with such dot-com stalwarts as AltaVista, Lycos, and Excite, he speckles his narrative with conversational asides from a cast of fascinating characters, such as Google's founders, Larry Page and Sergey Brin; Yahoo's, Jerry Yang and David Filo; key executives at Microsoft and different VC firms on the famed Sandhill road; and numerous other insiders, particularly at the company which currently sits atop the search world, Google. The Search is not exactly the corporate history of Google. At the book's outset, Battelle specifically indicates his desire to understand what he calls the cultural anthropology of search, and to analyze search engines' current role as the "database of our intentions"--the repository of humanity's curiosity, exploration, and expressed desires. Interesting though that beginning is, though, Battelle's story really picks up speed when he starts dishing inside scoop on the darling business story of the decade, Google. To Battelle's credit, though, he doesn't stop just with historical retrospective: the final part of his book focuses on the potential future directions of Google and its products' development. In what Battelle himself acknowledges might just be a "digital fantasy train", he describes the possibility that Google will become the centralizing platform for our entire lives and quotes one early employee on the weightiness of Google's potential impact: "Sometimes I feel like I am on a bridge, twenty thousand feet up in the air. If I look down I'm afraid I'll fall. I don't feel like I can think about all the implications." Some will shrug at such words; after all, similar hype has accompanied other technologies and other companies before. Many others, though, will search Battelle's story for meaning--and fast. --Peter Han From Publishers Weekly Rather than write a book strictly about the rise of Google as a business, technology journalist Battelle targets his research on the concept of Internet search, beginning the book with a discussion of an abstract idea he terms the "Database of Intentions," defined as the sum total of all queries that pour into search engines daily, revealing the intricacies and idiosyncrasies of our culture. Though most of the book is devoted to the search engine giant (which Battelle reports corners 51 percent of the search engine market), the author also includes chapters on "Search, Before Google" and the "Who, What, Where, Why, When. And How (much)" of search. Battelle is at his best when describing the creation of Google, especially through the yin-yang personalities of its founders, Larry Page and Sergey Brin, and in describing the company's culture. Though Battelle's descriptions of Internet search technology can get too technical for readers without a computer science background, the book is a deeply researched and nimbly reported look at how search has defined the Internet and how it will continue to be a tremendous reflection of culture. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Battelle, entrepreneur, writer, and academic, explores the concept of search, one of the Internet's first useful services, which adopted an actual business model in banner advertising. This also is a book about the fabulous success of Google, which is at the core of Battelle's research, but the book is broader in scope than one company's story. We learn that the impact of search on our culture is extraordinary--it could bring together the convergence of television and personal computers and it could lead to the creation of artificial intelligence. The author opens up our perspective on the enormity of search and society's collective click stream, the product of our online lives as played out across Internet sites and private machines with e-mails recorded and preserved, and although losing some privacy, we seek convenience, service, and power. Battelle sees the search engines of the future as intelligent agents and reference librarians holding all of human knowledge. This is an excellent, thought-provoking book. Mary Whaley Copyright copy; American Library Association. All rights reserved