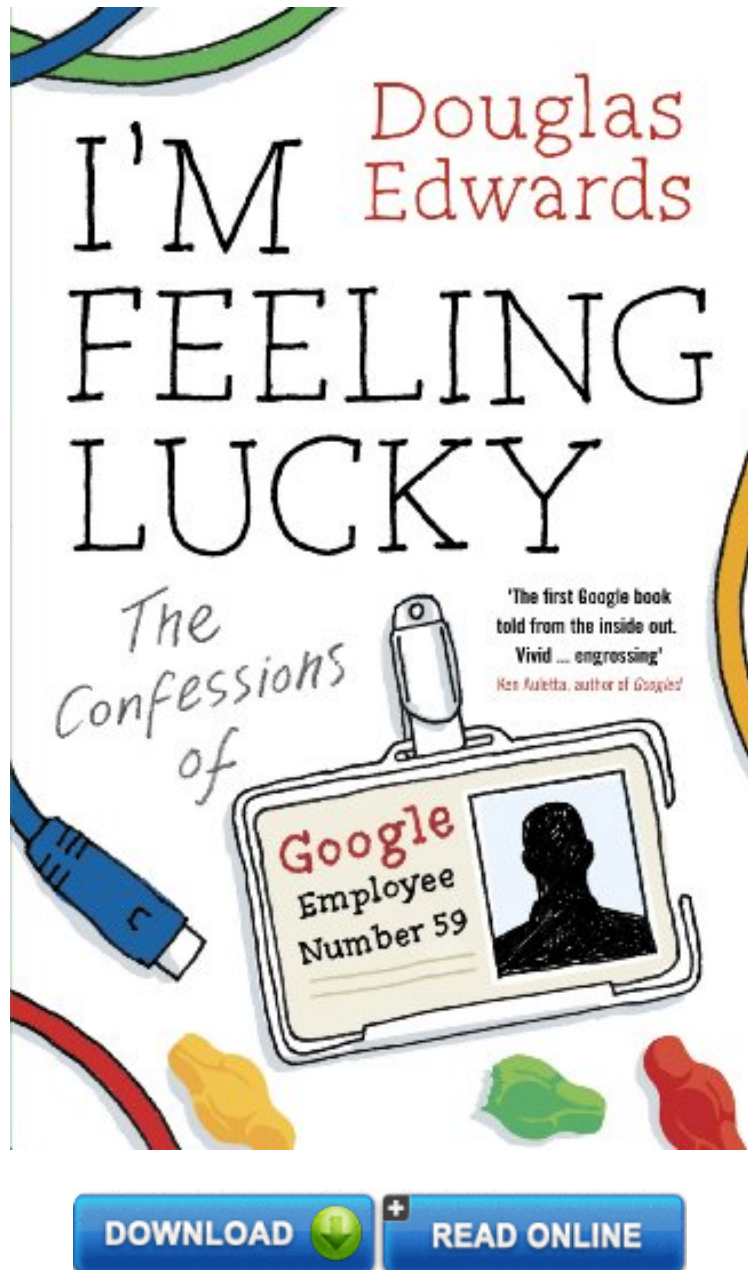


(Library ebook) I'm Feeling Lucky: The Confessions of Google Employee Number 59

# I'm Feeling Lucky: The Confessions of Google Employee Number 59

Von Douglas Edwards  
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**Von Douglas Edwards : I'm Feeling Lucky: The Confessions of Google Employee Number 59** before purchasing it in order to gage whether or not it would be worth my time, and all praised I'm Feeling Lucky: The Confessions of Google Employee Number 59:

KundenrezensionenHilfreichste Kundenrezensionen0 von 1 Kunden fanden die folgende Rezension hilfreich. Insider-Infos aus der Anfangszeit von GoogleVon Oliver VlckersDouglas Edwards, der erste Marketingchef von Google, berichtet hier ber die Anfangszeit des Suchmaschinen-Startups 1999-2005.Durch den jahrelangen direkten Kontakt zu

den Gründern kann er hier authentische Insider-Informationen bringen. Er beschreibt die Charaktere von Larry Page und Sergey Brin und die turbulente Atmosphäre während der New Economy in Kalifornien. Heute kann man sich kaum vorstellen, dass Google mal ein Underdog war und Fachleute Suchmaschinen für tot erklärten, weil es ja schon Yahoo gebe. Die Anfangszeit von Google war also sehr mühsam. Auch die Technik war eine Herausforderung, denn die vielen Server waren teuer und schwierig unterzubringen. Die Zusammenarbeit mit Geheimdiensten wird auch erwähnt. Der Autor bemüht sich zwar, das als harmlos darzustellen, aber es wird deutlich, dass den Google-Gründern die Macht der verbundenen Informationen über viele Menschen völlig klar ist. Der Autor bringt seinen persönlichen Beitrag zum Google-Image überzeugend rüber. Als Marketingprofi weiß er, dass sich reine Technik nicht verkaufen lässt. Wer heute die Außenwirkung von Google wahrnimmt, bekommt ein Stück von Douglas Edwards' Arbeit mit. Ein spannendes Buch für diejenigen, die sich für Startups, technisches Marketing und die Firma Google interessieren. 0 von 1 Kunden fanden die folgende Rezension hilfreich. Spannend und unterhaltsam Von Jan Axt Doug Edwards schreibt über seine Karriere bei Google. Von seinem Anfang als "Enterprise Guy" in einem Startup bis zu seinem Ausscheiden als "Startup Guy im Enterprise". Ich fand sehr interessant und unterhaltsam die Geschichte von Google mal so zu lesen. Ist aber keine unvoreingenommene Biographie sondern die Story aus seinem Blickwinkel.

Kurzbeschreibung Comparing Google to an ordinary business is like comparing a rocket to a wheelbarrow. No academic analysis or bystander's account can capture it. Now Douglas Edwards, Employee Number 59, takes readers inside the Googleplex for the closest look you can get without an ID card, giving readers a chance to fully experience the potent mix of camaraderie and competition that makes up the company that changed the world. Edwards, Google's first director of marketing and brand management, describes it as it happened. From the first, pioneering steps of Larry Page and Sergey Brin, the company's young, idiosyncratic partners to the evolution of the company's famously nonhierarchical structure (where every employee finds a problem to tackle or a feature to create and works independently), through the physical endurance feats of the company's engineers (both on and off the roller-hockey field) to its ethos to always hire someone smarter than yourself, I'm Feeling Lucky captures for the first time the unique, self-invented, culture of the world's most transformative corporation. Welcome to the "Google Experience". Pressestimmen Imagine a world where nerds reign supreme... That is the universe that Douglas Edwards stepped into in 1999... Edwards was a fish out of water from the outset... His inside story is thus told from an outsider's point of view. For you and me, it's no bad thing... His insight into the minds of Page and Brin is instructive... a front-row seat to one of the most extraordinary success stories of recent memory (Danny Fortson Sunday Times) Douglas Edwards spent six years in the Googleplex as Google's first brand manager, and I'm Feeling Lucky is a rare insider's account of the company's birth pangs and its early years. He can personally vouch for the goodies. (James Harkin Financial Times) [An] extremely useful insider guide... Douglas Edwards... walks into the maelstrom of a start-up full of twenty-somethings where visitors genuinely wonder "who trashed the chairman's office?" (Pat Kane The Independent) An enjoyable account of the struggles a creative marketing guy faced in the early days of Google, when the company was run by geeks with a messianic faith in "Efficiency, Frugality, Integrity" (Andrew Keen New Scientist) Kurzbeschreibung Comparing Google to an ordinary business is like comparing a rocket to a wheelbarrow. No academic analysis or bystander's account can capture it. Now Douglas Edwards, Employee Number 59, takes readers inside the Googleplex for the closest look you can get without an ID card, giving readers a chance to fully experience the potent mix of camaraderie and competition that makes up the company that changed the world. Edwards, Google's first director of marketing and brand management, describes it as it happened. From the first, pioneering steps of Larry Page and Sergey Brin, the company's young, idiosyncratic partners to the evolution of the company's famously nonhierarchical structure (where every employee finds a problem to tackle or a feature to create and works independently), through the physical endurance feats of the company's engineers (both on and off the roller-hockey field) to its ethos to always hire someone smarter than yourself, I'm Feeling Lucky captures for the first time the unique, self-invented, culture of the world's most transformative corporation. Welcome to the "Google Experience".