



# Die Google Story

*David A. Vise, Mark Malseed*

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## **Die Google Story** David A. Vise, Mark Malseed

Mit seiner weltweit führenden Suchmaschinenteknik, einer Armee von kreativen Köpfen und einer Marktkapitalisierung, die schon eineinhalb Jahre nach dem Börsengang die 100-Milliarden-Dollar-Grenze überschritten hat, kann sich das Unternehmen aussuchen, welchen nächsten Schritt es als nächsten unternimmt...

Kaum eine Branche ist vor Google sicher. Dabei galt das Unternehmen lange als Sympathieträger. Sergey Brin und Larry Page lernten sich an der Stanford-Universität kennen: zwei nette Jungs, die eine gute Idee hatten und ein Unternehmen gründeten, dessen Motto auch heute noch "Don't be evil" lautet. Schrittweise behandeln die Autoren, wie Google - unter Mithilfe gewiefter Investoren, einer unkonventionellen Unternehmenskultur und der besten Cafeteria von Silicon Valley - einen Erfolg nach dem anderen feierte. Die Google-Story ist die exzellent recherchierte Chronik einer einzigartigen Unternehmensentwicklung. Innerhalb von nur fünf Jahren entwickelte sich die Suchmaschine Google vom kalifornischen Studentenprojekt zum globalen Giganten. Pulitzer-Preisträger David A. Vise hat das erste umfassende Buch über das Weltunternehmen geschrieben. Spätestens seit dem Börsengang im Mai 2004 ist Google ein vielköpfiger Drache, der nicht allein Bill Gates nervös macht.

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