



Publication date **Thursday, March 04, 2010**
 Price **£12.99**
 ISBN-13 **9780753522424**
 BIC Subject **Business & Management (KM)**

Binding **Trade Paperback**
 Format **Royal Octavo**
 Depth **27mm**
 Extent **400 pages**
 Territorial Rights **UK C/Wealth ex Can**
 In-House Editor **Edward Faulkner**

Previous Titles

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Translation **Refer to Publisher**

US **Refer to Publisher**

Googled The End of the World as We Know It

Ken Auletta

Keynote

A revealing, forward-looking examination of the outsize influence Google has had on the changing media landscape

Description

There are companies that create waves and those that ride or are drowned by them. This is a ride on the Google wave, and the fullest account of how it formed and crashed into traditional media businesses. With unprecedented access to Google's founders and executives, as well as to those in media who are struggling to keep their heads above water, Ken Auletta reveals how the industry is being disrupted and redefined.

On one level Auletta uses Google as a stand-in for the digital revolution as a whole – and goes inside Google's closed door meetings, introducing Google's notoriously private founders, Larry Page and Sergey Brin, as well as those who work with – and against – them. In *Googled*, the reader discovers the 'secret sauce' of the company's success and why the worlds of 'new' and 'old' media often communicate as if residents of different planets. It may send chills down traditionalists' spines, but it's a crucial roadmap to the future of media business: the Google story may well be the canary in the coal mine.

Googled is candid, objective and authoritative – based on extensive research including in-house at Google HQ. Crucially, it's not just a history or reportage: it's forward-looking. This book is ahead of the curve and, unlike any other Google books, which tend to have been near-histories, somewhat starstruck, to be now out of date or which fail to look at the full synthesis of business and technology.

Sales Points

- The fullest account ever published of Google's rise - already being hailed as the definitive work on Google
- Ken Auletta was given more access to Google than any other outsider, conducting a total of 150 interviews in the course of researching this book
- The author also conducted over 50 interviews at old media companies, so this is the first book that twins Google with the changes that are occurring in the traditional media world.
- The final section of the book attempts to peer over the horizon to give a dramatic and newsworthy glimpse at the future of old media and Google
- *The Google Story* has sold over 28,000 copies

Reviews

- 'No other reporter has covered the new communications revolution as thoroughly as has Auletta.' - *Columbia Journalism Review*
- 'Ken Auletta has produced the seminal book about media in the digital age. It is a triumph of reporting and analysis, filled with revealing scenes, fascinating tales, and candid interviews. Google is both a driver and a symbol of a glorious disruption in the media world, and Auletta chronicles, in a balanced and thoughtful way, both that glory and that disruption.' - *Walter Isaacson, former managing editor of TIME, President and CEO of the Aspen Institute, and author*

Author Biography

Ken Auletta, one of the pre-eminent US-based business journalists of the past thirty years, has written the Annals of Communications column for *The New Yorker* since 1992. He is the author of ten books, including four US bestsellers: *Three Blind Mice: How the TV Networks Lost Their Way*; *Greed and Glory on Wall Street: The Fall of the House of Lehman* and *World War 3.0: Microsoft and Its Enemies*. He lives in Manhattan with his wife, the agent Amanda Urban.

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