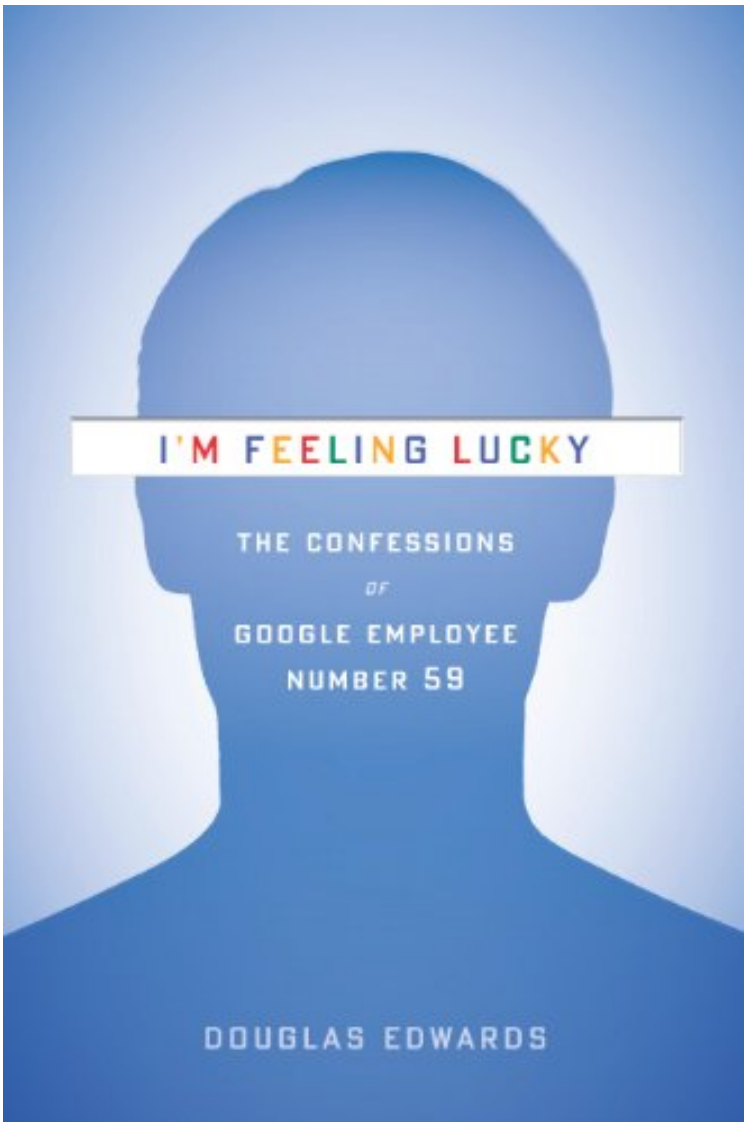


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I'm Feeling Lucky: The Confessions of Google Employee Number 59



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Description :

Prsentation de l'diteurComparing Google to an ordinary business is like comparing a rocket to an Edsel. No academic analysis or bystanders account can capture it. Now Doug Edwards, Employee Number 59, offers the first inside view of Google, giving readers a chance to fully experience the bizarre mix of camaraderie and competition at this phenomenal company. Edwards, Googles first director of marketing and brand management, describes it as it happened. We see the first, pioneering steps of Larry Page and Sergey Brin, the companys young, idiosyncratic partners; the evolution of the companys famously nonhierarchical structure (where every employee finds a problem to tackle or a feature to create and works independently);

the development of brand identity; the races to develop and implement each new feature; and the many ideas that never came to pass. Above all, Edwards a former journalist who knows how to write captures the Google Experience, the rollercoaster ride of being part of a company creating itself in a whole new universe. *I'm Feeling Lucky* captures for the first time the unique, self-invented, yet profoundly important culture of the worlds most transformative corporation. *Revue de presse* 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 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*) Presentation de l'diteur Comparing Google to an ordinary business is like comparing a rocket to an Edsel. No academic analysis or bystanders account can capture it. Now Doug Edwards, Employee Number 59, offers the first inside view of Google, giving readers a chance to fully experience the bizarre mix of camaraderie and competition at this phenomenal company. Edwards, Google's first director of marketing and brand management, describes it as it happened. We see the first, pioneering steps of Larry Page and Sergey Brin, the company's young, idiosyncratic partners; 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); the development of brand identity; the races to develop and implement each new feature; and the many ideas that never came to pass. Above all, Edwards a former journalist who knows how to write captures the Google Experience, the rollercoaster ride of being part of a company creating itself in a whole new universe. *I'm Feeling Lucky* captures for the first time the unique, self-invented, yet profoundly important culture of the worlds most transformative corporation.