



What Would Google Do?: Reverse Engineering the Fastest Growing Company in the History of the World

By Jeff Jarvis

HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, What Would Google Do?: Reverse Engineering the Fastest Growing Company in the History of the World, Jeff Jarvis, What's the question every business should be asking itself? According to Jeff Jarvis, it's What Would Google Do? If you're not thinking or acting like Google - the fastest-growing company in the history of the world - then you're not going to survive, let alone prosper, in the Internet age. To demonstrate how to emulate Google, Jarvis lays out his laws of what he calls the new Google century, including such insights as: Think Distributed, Become a Platform, Join the Post-Scarcity, Open-Source, Gift Economy, The Middleman Has Died, Your Worst Customers Are Your Best Friends and Your Best Customers Are Your Partners, Do What You Do Best and Link to the Rest, Get Out of the Way, and Make Mistakes Well and More. Jarvis applies these principles not just to emerging technologies and the Internet, but to other industries - telecommunications, airlines, television, government, healthcare, education, journalism, and yes, book publishing - showing ultimately what the world would look like if Google ran it. The result is an astonishing, mind-opening book that will...



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