

**WHAT WOULD GOOGLE DO?: REVERSE-ENGINEERING  
THE FASTEST GROWING COMPANY IN THE HISTORY  
OF THE WORLD**

**Ashlie Mccrossen**

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For all I know, my complaints were resolved in the second half. This is a manifesto for the social web. Aug 09, Jinsong Zhang rated it liked it.

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So, if you want to learn about how the new economy of bits and abundance works and could work for many industries that haven't gotten there yet this book is well worth your time! In the end, this book isn't really about Google. I didn't feel like I needed this paradigm applied to so many industries. The formalism that frequently paralyzes non-fiction books is replaced by an  
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