



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

Douglas Edwards

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Comparing Google to an ordinary business is like comparing a rocket to an Edsel. No academic analysis or bystander's 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 world's most transformative corporation.



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