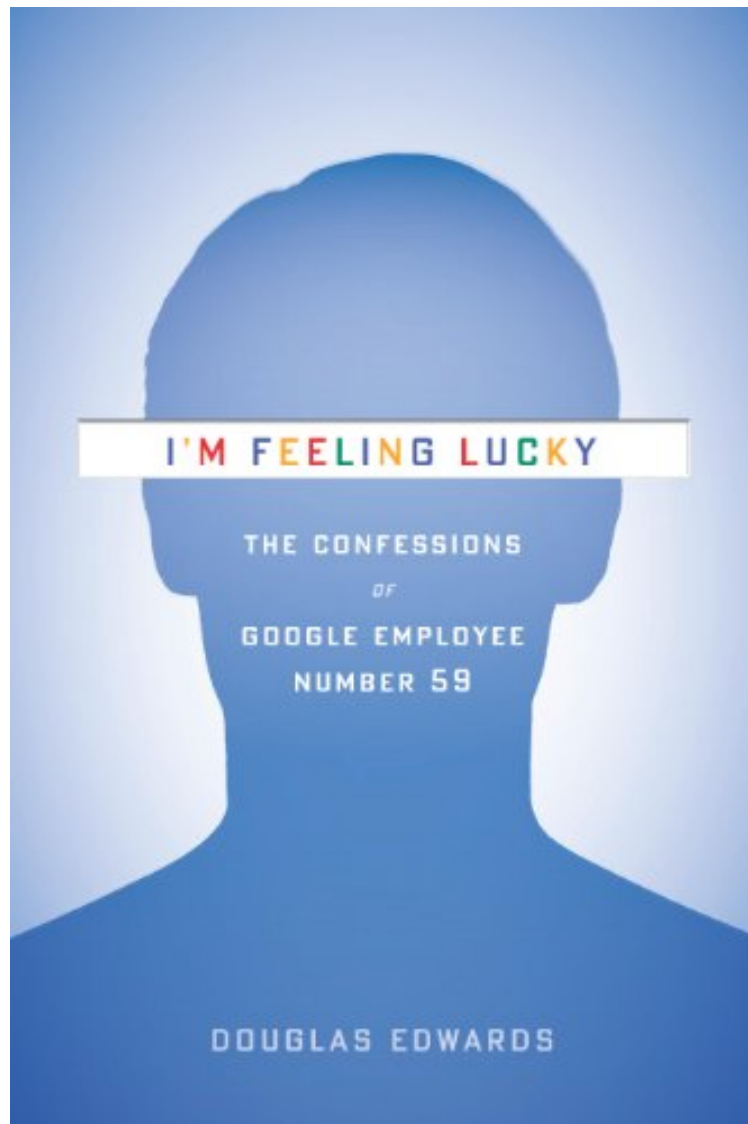


# I'm Feeling Lucky: The Confessions of Google Employee Number 59

*Douglas Edwards*

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**Douglas Edwards : I'm Feeling Lucky: The Confessions of Google Employee Number 59** before purchasing it in order to gage whether or not it would be worth my time, and all praised I'm Feeling Lucky: The Confessions of Google Employee Number 59:

0 of 0 people found the following review helpful. Haha, see what the author did there, while naming his book?By Gadgetry GuyIf I have to read, one more time, about how this old guy thought Sergey Brin and Larry Page would look up to his erudite wisdom, I'm gonna lose my spit. I get it, the author was extremely proud about how valuable he thought his wisdom would be, and he was wrong. That said, I stopped reading the book fairly early because the writing style just really irritated me. I'm going to try to return to this book again later, and will update this review if I find

anything of value. But until then, maybe you can Google for stories instead. 0 of 0 people found the following review helpful. Fascinating Window into Early Google Days By nanlmilleI ordered the Kindle version of this book while on vacation in Cornwall, England. I read it all the way through in a few days because I was spellbound. It is simply the story of the author's experience as a marketing guy at Google from 1999 through 2005--some crucial years in the growth of the company and the whole phenomenon that is Google. Not only was it interesting to learn about the engineer-centered culture, the founders as cult figures, the corporate value against paying for marketing, and the "do no evil" slogan, but the adventures of this particular guy held my attention. He was a 41 year old married guy with kids trying to keep up with the 24/7 youth culture at Google and it was not easy. He used a lot of self-deprecating humor and managed to sound like a friend relating a story. He names the names of his co-workers and leaders, so you will learn about the key players at Google, many of whom are still there, such as CEO and founder Larry Page. The author did a very, very good job of providing layman-friendly explanations of technical issues, such as the nature of the search algorithm, capacity issues for such a high-volume site, and the process of developing new apps. It is a long book and goes into some detail about various epochs and episodes, but I never got bored. He is a clever writer (a marketing guy, after all), and I stayed on board through all 400 or so pages. I only wish he had stayed at Google longer or that some other Google person would write the 2005-2012 book. This book is recommended whether you already know a lot about Google or not. If you are interested in Google, read this book! Reading this book has helped me understand why Google is in trouble today with the FTC threatening to sue. Google leadership is still suffering from the hubris and lack of corporate savvy described here. Being great at meeting technical challenges (which Google excels at) does not make a company also great at maneuvering in the business world as a HUGE public corporation. Bottom line is I thoroughly enjoyed this book. 0 of 0 people found the following review helpful. Born to Search: Everything you wanted to know about Google from 1999 to 2005 By Sang Venkatraman Have you wondered about these questions: How did Google capture the Search market? Who were the other major players in Search? What did Google's initial hosting environment look like? What kind of a relationship did Google have with Yahoo in the early days? How did Google start making money from Ads? How did Gmail come about? Who is Marissa Mayer and what (and how) did she do at Google? How was orkut released? In a tone similar to Born to Run by Christopher McDougall, Doug (a middle-aged branding executive and employee #59) takes us through a journey of the Google "tribe" in its early days. Narrating objectively and with journalistic excellence, he describes how decisions were made based on frugality, efficiency and "not being evil" and how each engineer had the power to make the next billion dollar idea happen. He also does not shudder away from the not-so-great aspects of the company describing some of the controversies that happened during his time. I found it hard to put this book down and wished that he had stayed longer at Google so that he could have covered some of the more recent events. Overall, a great book and a must read even if you plan on picking up only one book about Google.

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. "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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