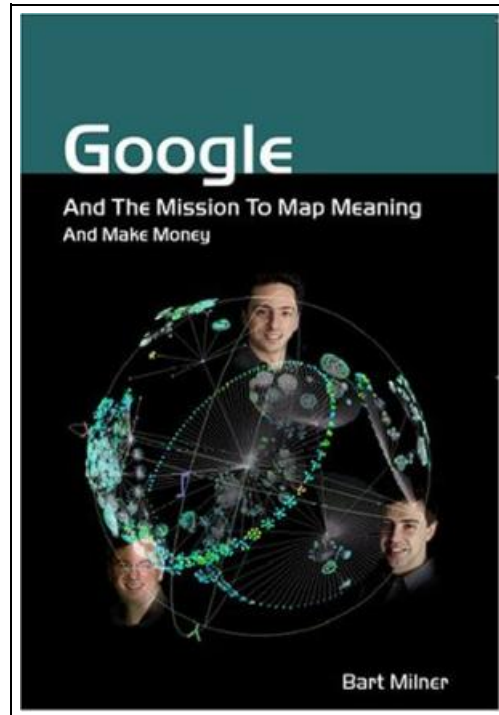


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(Mr. Chesley Weissnat DVM)

GOOGLE AND THE MISSION TO MAP MEANING AND MAKE MONEY



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The Electric Book Company. Paperback. Condition: New. 288 pages. Dimensions: 8.4in. x 5.3in. x 0.9in. This book is the unfolding story of the new technology of Internet Search - how Larry Page and Sergey Brin, the founders of Google, discovered a new way to index the Internet's network of networks by developing search methods so powerful that they effectively created a free, public and universal library out of billions of random documents. It also tells how, together with the help of a brilliant team built initially at Stanford University, they then found a new way of making money through contextual advertising - now worth a billion, leaving potential competitors, particularly Microsoft, far behind. It shows how Google's founders have also succeeded in insisting that integrity, rather than profit, remains at the heart of an enterprise that they will continue to control, despite the best efforts of Wall Street. The second half of this book also seeks to explain the central problems of machine intelligence - the difference between words and their meaning, or syntax and semantics - which had blocked this kind of IT development for half a century until Google's founders discovered that hypertext, the unique feature of the Internet that links documents, could be measured and mapped to sort millions of apparently similar pages for relevance and significance. Google's pursuit of a hugely ambitious and optimistic American dream that leaves them globally admired, and respected - keeping their principles intact whilst also creating a fabulously wealthy company - is a winning blend of luck, jokes, mathematical inspiration, engineering perspiration, deep technical knowledge of the Internet and, they would have you believe, thousands of highly-trained pigeons. The book is 288 pages long, including a comprehensive index and 600 item bibliography covering virtually all aspects of Internet Search. The print version of the...



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