



## The Google Guys: Inside the Brilliant Minds of Google Founders Larry Page and Sergey Brin

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## **How much do you really know about Google's founders, Larry Page and Sergey Brin?**

*The Google Guys* skips past the general Google story and focuses on what really drives the company's founders. Richard L. Brandt shows the company as the brainchild of two brilliant individuals and looks at Google's business decisions in light of its founders' ambition and beliefs.

Larry is the main strategist, with business acumen and practical drive, while Sergey is the primary technologist and idealist, with brilliant ideas and strong moral positions. But they work closely together, almost like complementary halves of a single brain.

Through interviews with current and former employees, competitors, partners, and senior Google management, plus conversations with the founders themselves, Brandt demystifies the company while clarifying a number of misconceptions.

## **The Google Guys: Inside the Brilliant Minds of Google Founders Larry Page and Sergey Brin Details**

Date : Published June 28th 2011 by Portfolio (first published August 29th 2009)

ISBN : 9781591844129

Author : Richard L. Brandt

Format : Paperback 272 pages

Genre : Business, Nonfiction, Biography, Science, Technology, Entrepreneurship



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## **From Reader Review The Google Guys: Inside the Brilliant Minds of Google Founders Larry Page and Sergey Brin for online ebook**

### **Sherin says**

I have never known the name Google came from word Googol, which is ten to the power of a hundred. Also, that name, PageRank, is really a pun!

This book offers a lot of personal touches of the founders, Larry and Sergey. While I never knew that Google effortlessly became a verb in the world today (while Yahoo has been painstakingly trying hard on it), I am glad that the founders chose its existing name, rather than "what-box" (the very first name proposed before Google)

Overall, I had a lot of "aha" moments during the read. Great read!

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### **Leona says**

From the title I was expecting something more biographical, though I admit it was a pleasant surprise.

Found the content particularly interesting taking into account that it was published in 2009. Seven years have passed since, so it was amusing to read about projects that were then only works in progress or ideas (e.g. Sync, a Google OS, increased attention to the mobile platform).

Though there seemed to be a conscious decision to offer balanced perspectives (which I appreciated), the narrative presented in the book still seemed pretty biased.

Nonetheless, I enjoyed reading this book—gained some insight not only into Google's history, but also the people behind one of the biggest companies in our world today, and how their ideals / personalities / skills affect and direct where Google has gone (and is going).

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### **Jerome Baladad says**

I've seen other books about the duo, Larry and Sergey, and have, in fact, sold them through my online bookstore (courtesy of Amazon.com) but this is the first time I took time out to read about them from a book. I've not read much about the duo except from news articles mostly from the New York Times and Wall Street Journal. And from this book, I learned more about interesting information from them. Of course, I could have just done a google to learn updates on them but I think this book got me piqued to such an extent that I had to read a serious book that made researches and interviews with the duo. I got fascinated by additional information that Richard L. Brandt shared in his book; I like how he started his book with a backgrounder on the ancient libraries by the Ptolemies of Egypt. It gave the book good historical perspective so that its narrative became less common, which you get when you read newspaper articles and magazine write-ups on the founders of Google (at the back of your mind, those articles have just been spun from secondary sources).

I'm amused but not actually surprised to learn that the duo tend (or perhaps, just described) as snotty toward people who are not 'technically computer adept' or those whose backgrounds are not similar to them. I see the same behavior from others, just like my 2 siblings who have no patience explaining what their works are all about when before computers. I'm guilty of that myself; I rather be writing, researching, studying, growing my business than explaining and narrating what I've been doing by talking (which is always cheap and common). And I just wonder how it is really to be working with the duo who have been in the forefront in innovating our collective search experience online.

I'd recommend this book to people (I know some of them!) who are scared of being online, or about leaving their online imprints. They'll get better ideas on how the whole search business came about, which include the active and still ongoing participation of individuals representing big businesses who are out to seize opportunities amid upheavals in technological changes we're all experiencing since internet became readily available to users and readers. From the way I look at it, the whole business enterprise of Google is predicated on trust and innovation; I'm glad they're doing it by following the usual process of testing out their products/services via the active participation of actual users, which can be ongoing for a very long time (hence, you see all these 'beta products'). Microsoft does it differently, generally, i.e., through the use of so-called 'bodies of experts' who are supposed to know more than the ordinary fellow you meet on the street. Research is made use extensively in growing the businesses of Google, which somewhat leaves a bad taste to the mouths, so to speak, of those who are disgusted by the mere mention of 'business.' But that's normal, I sense that as well with what I've learned from my experiences when I tell the curious on what I do: "I'm growing my business." This confuses those biased against people who are engaged in business (of whatever kind) other than, say, being in school, doing researches, doing art works, into dancing, etc. The book provides a narrative on how the duo who has brought us 'Google' would evolve into being highly cunning enterprise owners themselves after being done with their university studies. They're thought to be 'dangerous' especially by those who have certain disdain on the use of 'knowledge' for profits.

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### **Mithilesh Vaidya says**

The book offers a deep insight into the establishment of the biggest Internet company which has influenced every domain of our life. In today's Information Age, Larry and Sergey have accelerated the progress of mankind by making the right information accessible to everybody. They have helped us navigate through the vast ocean of information on the Internet. The book makes you realise that we owe a lot to these two wonderful human beings!

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### **Febyan Kudrat says**

Buku ini mengungkapkan pola pikir dari duo pendiri Google. Bagaimana itu semua membawa Google menjadi sebesar sekarang, mengapa Google kadang begitu berani melakukan lompatan di luar wilayahnya, bisnis mesin pencari. Penulis menggambarkan dengan baik pergulatan di sekitar Google atas segala keputusan yg dibuat perusahaan. Baik pergulatan internal maupun eksternal. Pola pikir orang sukses memang menarik untuk ditelaah dan dijadikan inspirasi untuk sukses. Buku ini ditulis tahun 2008, jadi belum banyak membahas soal Android dan perseteruan antara vendor Android melawan Apple. Tapi perjalanan Google menjadi sukses sangatlah menarik.

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## **Dani Booth says**

Meh. If only the original values rang true today. Hollow and vacuous corporate values as ever.

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## **Steve Cioccolanti says**

As a social media influencer, I was interested to get the behind the scenes perspective of how 2 Standford students quickly built the information monopoly that Google has become. One story that caught my attention was how failures can often lead us to success. Both Larry Page and Sergey Brin come from Jewish and left-leaning families. Sergey's father Mikhail was a talented mathematician who was turned down from studying physics at Moscow State University because the Communist Party banned Jews from the physics department.

The moral of the story is: 1) Had he not been disappointed and rejected, he would not have left the Soviet Union, and his son would not have become the co-founder of the biggest company in America Google; 2) the irrationality and anti-Semitism of Communism should have permanently turned Mikhail and his family off from left-wing ideology. But even smart people bring their problems to the next country to which they migrate.

It was unfortunate to read that despite Google's original motto "do no evil", success seems to have gone to the heads of two young people who started out with idealistic goals. Google has become a Soviet-style, monolithic "Ministry of Truth" which censors opposing views and videos on YouTube, manipulates its search engine to favor cultural Marxism, and donates its colossal profits to Democrat causes.

The two friends started out breaking norms, acting "unconventionally", now they have become the conventional orthodoxy. Like many Hollywood celebrities, the two entrepreneurs got immensely wealthy from living in a Christian-based, capitalist society, but rather than acknowledge the virtue of America's foundation, they would dismantle, criticize and replace it with the very kind of corrupt collectivism Sergey's parents fled from. Ironic. It makes one realize the sagacity of the old adage: Apples don't fall far from trees.

To be fair, Page and Brin are geniuses in tech, have high work ethics, and recruited an excellent team. Anyone who has achieved this kind of success is a model of how Christian-based, capitalist societies offer the best opportunities for ordinary people to be lifted out of poverty. I pray that they come to a saving knowledge of the Lord Jesus Christ and use their God-given gifts for His Glory.

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## **Rina says**

Kerenlah ya Google guys ini... Disebut sama penulisnya sebagai 'The facto head librarians of the world's information'. Gelar yang luar biasa memang, tapi orang akan sulit untuk tidak setuju, karena saat ini memang tidak ada penyimpan dan pencari informasi yang sebaik Google.

Buku ini juga menyoroti obsesi-obsesinya Google guys, prinsip-prinsipnya, dan kontroversi-kontroversinya. Yang saya paling salut adalah para pendiri Google ini sepertinya selalu berusaha melakukan hal-hal yang baik secara moral. Yah, setidaknya mereka berniat begitu.

Tapi gimanapun mereka menghadapi protes, tuntutan hukum, dan ribetnya birokrasi dan peraturan tiap

negara, tapi tampaknya Google (yang sekarang berubah jadi Alphabet) maju terus tuh. Karya-karyanya makin banyak dan makin berkualitas. There is no end for Larry and Sergey.

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### **Kekoa Riggins says**

This book provides the context and background for Larry Page and Sergey Brin's success with Google. This story includes their childhood experiences and education, their Stanford education, the creation of Google, growing Google, and Google today (at least to the date of the book's publication).

Apart from the entertainment value of the Google story, this book is simply another docu-novel. I wouldn't say the book is valueless--it does provide insights into moral questions that affect the context of turning points in the Google story--but I wouldn't say that the author's contributions are quite exhilarating.

The writing form is sound, however. And the content is unique, as there is only one Google (at least to the date of this review).

I recommend this book to anyone who is looking for a change of pace in their book list, anyone who is interested in tech, or anyone who is fascinated with large, successful corporations.

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### **Stuart Hill says**

Despite the title this book was more of a company history than a biography of Page and Brin. The author did not actually gain access to the duo, but conducted interviews with many former and current employees resulting in an interesting overview of how the company has developed. You do get some insight into their aims and motivations but there is no in depth analysis.

Brandt compares the company's mission to that of the founders of the Library at Alexandria, providing brief descriptions of the latter in the first few chapters. I felt that the analogy was rather weak, as the Library was intended to be a repository of the world's greatest literature whilst Google's search engines grant access to all that is good, bad or indifferent on the internet, lacking a curatorial approach. As if to confirm this Brandt dropped this element by the fourth chapter. It would have been increasingly irrelevant as the book went on as the range of products developed or acquired expanded. Most people would answer 'a search engine' if you asked them what Google made but in fact their business now ranges from photo application Picasa to mobile phone operating system Android.

Google's strengths and weaknesses are clearly shown and it came across as a balanced approach, giving equal space to criticism and praise. Brandt also provides some insightful comparisons to competitors such as Microsoft and Apple. Readers expecting a biography will be disappointed but it fulfils the remit of a company history quite effectively.

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### **Bindu Manoj says**

Next to the air that we breathe, if we take anything for granted today, it has to be Google, at least to a lay person like me. It has become the single destination for anything that we need, in fact, the name itself has

become a verb. You want any information, just google it.

'The Google Guys' , originally published as 'Inside Larry & Sergey's Brain' gives more than a glimpse into who the two brilliant young guys are and how they think. Written in a simple, straightforward style, it gives insights into how the organization came into being, what makes its founders tick, their people, their vision, the key people who support them and most importantly their vision and the seemingly improbable things that you could expect from them in future .

The book starts with an analogy of the world's first great library - the Great Library of Alexandria that was created by Ptolemy I, the childhood friend of Alexander the Great. The similarities are uncanny and aptly presented in the first few chapters. The author introduces you to a typical employee of Google and you no longer wonder why the organization seem to be at the forefront of any new age thought that you could think of. Alan Eustace, the senior VP of engineering and lead person on engineering hiring puts it very clearly,

"The key element we're trying to find is smart people, productive people, people with a slight disdain for the impossible, people who have good leadership skills who we find interesting. We try to avoid people that have incredibly large egos that are inconsistent with their abilities or are not good at working in teams."

In a world that was dominated by Yahoo and Microsoft, if one wonders how Google outsmarted them all, the answer is simple - to keep things simple for the end user - the most basic and important principle that organizations tend to forget as they grow. They are almost fanatical about simplicity , whether it is the look of the home page or the ads that run there. That brings us to another area where Google clearly scored over others. their own advertising spend.

"We've resisted the temptation to have big advertising campaigns," Sergey said in 2000. "I'm not sure it is the right thing to do. I am concerned about long-term profitability."

Instead, they knew their target audience, met them in person and showed them what they could do. The instinct sure did pay off in the long run. In further chapters, Brandt narrates the story of the infamous IPO where Larry and Sergey almost botched it up because of their apparent apathy towards the so called norms. The controversial entry into China that seemed to go against their much heralded policy on censoring is also dealt with in detail.

The chapter that I loved the most is 'The Ruthless Librarians' that talks at length about their attempt to digitize all the books that are available somewhere in the world today. The stories bring out the passion that the duo has towards preserving something that is so priceless.

The last three chapters takes you through Google's plans for Cloud, Android and the like. Some of the information may seem outdated, but it is interesting, nevertheless. Reading through the last chapter you are left thinking whether there is nothing that these brilliant guys have not thought about. Their future plans include among others, renewable sources of power, eco friendly cars, a trip to Mars and the like.

The ever threatening question of privacy and the potential risk of one entity having this humongous information in their hands is referred to throughout the book. As the author says, most of the controversies are about what could happen and not what has happened.

The author says rightly,

There's one thing that's certain: they are going to be breaking rules, pissing people off, and trying to make the

world a better place for decades to come. Love them or despise them, everyone must contend with them. They are having greater impacts on the business world and on people's lifestyles than any other business executives in the world.

World's information and energy controlled by a corporate behemoth, it sure is a scary prospect. Countries would lose significance, Google could easily be taking up the place of erstwhile United States , the Big Brother or even the Patriarch of the Universe. At the same time, the control wielded by the duo in practically all the decisions including even recruitment of key resources, leaves us with the billion dollar question , what after Larry and Sergey?

Almost serendipitous, this news came out yesterday as I finished reading the book

<http://economictimes.indiatimes.com/n...>

Verdict - An absolute must read for anyone who Googles :)

You can read my other reviews at <http://wanderlustathome.wordpress.com/>

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### **Sunita Rajwade says**

I've always been an admirer of Google and was drawn to this book simply because it promised to be a WYSIWYG biography of two of the greatest geniuses in our lives .

The book dazzles with the premise that Google is actually a library or repository of knowledge, comparable to the Library of Alexandria , one of the 7 wonders of the ancient world

With just a very brief introduction to the personal lives the book concentrates on the Google Business model and how the philosophy behind the founders' business practices.

I found this book fascinating especially since neither of the founders had dreams of making it big . They just wanted to do collect data and be the sole single largest data collector on the world. And they did!

There are many interesting facts about Google and its employees .

This book is dry and factual and pure business reading material.

If you are looking for entertainment, this is not for you!

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### **Juan Grana says**

the book is dated, most of it from before 2008 and only a very short chapter at the end on 2008-2012...

... also get the impression the author didn't ever meet or speak to the two founders. So all based on what others have said.

Compared to books on Uber, AirBnB, Amazon, etc. this is very poor.

But it remains very readable and it does provide a godo introduction to Google.

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## **Ion Bargan says**

O carte bună pentru a înțelege fenomenul Google chiar și după 14 ani de utilizare zilnică a serviciilor companiei. Datele biografice ale celor doi aflată să înțeleagă mai bine viziunea pe care au imprimat-o companiei.

Provocările întâlnite de Google, descrise în carte, arată cât de importantă este abordarea neconvențională în soluționarea problemelor.

O lectură utilă pentru antreprenori, programatori, dar și pentru toți utilizatorii de internet.

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## **Marisu Cárdenas says**

I truly enjoyed reading this book. It's not a biography-style book as I initially expected but I gained quite a lot of insight on the founder's ideals and visions.

It was also fascinating to learn about the initial story of a company that is so present in a life. It's an inspiring lesson for innovation and entrepreneurship.

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