

# What Would Google Do?: Reverse-Engineering the Fastest Growing Company in the History of the World

Jeff Jarvis

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"Google is not just a company, it is an entirely new way of thinking. Jarvis has done something really important: extend that approach to business and culture, revealing just how revolutionary it is."

—CHRIS ANDERSON, author of *The Long Tail*

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indispensable manual for survival and success in today's internet-driven marketplace. By "reverse engineering the fastest growing company in the history of the world," author Jeff Jarvis, proprietor of Buzzmachine.com, one of the Web's most widely respected media blogs, offers indispensable strategies for solving the toughest new problems facing businesses today. With a new afterword from the author, *What Would Google Do?* is the business book that every leader or potential leader in every industry must read.