



# Eric Schmidt and Jonathan Rosenberg's HOW GOOGLE WORKS Summary

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## **Eric Schmidt and Jonathan Rosenberg's HOW GOOGLE WORKS Summary** Ant Hive Media

This is a Summary of the original book: How Google Works Google is a world-wide symbol of a trail blazer in numerous areas. How Google Works is a riveting sometimes amusing armchair manual about insights Schmidt and Rosenberg gained as they propelled the growth of Google. The authors discussed how computer technology transferred power from suppliers to costumers, and emphasized that the road to success in this very fluid industry is to put a lot of premium on product excellence. Most significantly, they propose that a good chance for a company to succeed is to recruit an emerging generation of professionals whom they call “smart creatives”. Additionally, the authors discuss a wide range of management principles and they tell stories which only people like them who were part of the early history of Google are privy to. This Summary fills the gap, making you understand more while enhancing your reading experience. Ant Hive Media reads every chapter, extracts the understanding and leaves you with a new perspective and time to spare. We do the work so you can understand the book in minutes, not hours.

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