



In the Plex: Summary of the Key Ideas - Original Book by Steven Levy: How Google Thinks, Works and Shapes Our Lives

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Steven Levy has distinguished his book “In the Plex: How Google Thinks, Works and Shapes our Lives” from other writings done on Google, by integrating a thorough understanding of engineering and software in the chapters, which presents an entertaining and exhaustive review of Google, from its time of birth until today.

Who should read this book:

- Readers interested in the workings of Google.
- People looking for a true insight into the development of one of the biggest companies in the world.
- Readers who yearn for a fun, motivating read and want to get inspired to do something “big”.

In this summary:

Chapter 1: The founders of Google: Brin and Page

Chapter 2: Google: a world in its own

Chapter 3: Brin and Page: two extraordinary minds

Chapter 4: Efforts to sell BackRub

Chapter 5: The emergence of the name "Google" and the first user interface

Chapter 6: The decision to start the Google enterprise

Chapter 7: Improvements to Google

Chapter 8: AdSense

Chapter 9: Google's failed China policy

Chapter 10: Final Summary

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Jesse Nance:

Spent a free time to be fun activity to try and do! A lot of people spent their spare time with their family, or their very own friends. Usually they performing activity like watching television, going to beach, or picnic inside the park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your own free time/ holiday? Might be reading a book is usually option to fill your no cost time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to test look for book, may be the guide untitled In the Plex: Summary of the Key Ideas - Original Book by Steven Levy: How Google Thinks, Works and Shapes Our Lives can be fine book to read. May be it could be best activity to you.

David Jones:

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