



Planet Google: One Company's Audacious Plan to Organize Everything We Know

Randall Stross

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"In this spellbinding behind-the-scenes look, Stross leads readers through Google's evolution...the unfolding narrative reads like a suspense novel" (*Publishers Weekly*, starred review).

Based on unprecedented access to the "Googleplex," *Planet Google* goes deep inside the company to unveil the extraordinary scope and scale of its ambition to become the master gate-keeper of "all the world's information," including its users' most personal information. *New York Times* columnist Randall Stross provides a lively tour through Google's flurry of new information gathering initiatives. Will Google stay true to its famous "Don't Be Evil" mantra? Will it protect all of the personal information it collects? *Planet Google* is a much-needed wake-up call about how powerful the Google juggernaut has become.

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