Google Business Secrets

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Written by N. K. Kusrini and translated by Muhammad Firdaus Ariff, this book explores the personalities behind the success of Google and how Google managed to reach the highest level and so respected by IT giant Microsoft. The success story of Google's search engine industry pioneered the world when the founder only a graduate student has inspire a lot IT fanatics worldwide. Google is now no longer just a search engine, its exceptional ability to make people think that Google has a magic to answer all questions. Google managed to overcome the race among competitive IT industry players and beat all the other search engines. In fact there are now synonymous with the term googling to find information during internet activities. This book contains eight chapters and use storytelling techniques to explain Google birth history, Google progress, Google work culture, Google products and services and Google technology ads.

Many of us use Google every day to access information on the internet, e-mail and watch videos. But not many people know who and what is behind Google. Google is a company that is very unusual although their mission is very simple, that compiled all information in the world. But it is very difficult to implement. The combination of algorithms, software,

hardware, infrastructure and human expertise harnessed together to support the Google search engine. As a student in computer science, Google can be considered as an idol to the translator of the book. One of the lecturers often motivates him to try out ideas by saying 'Who knows, some of you being the next Google'. However, rapid changes in IT make the translator wondering is it worthwhile to translate this book? During his study, the number of textbooks that actually used can be counted as e-books and the internet became his main reference.

Furthermore a number of changes have occurred during the process of translation of this book. For example, Rajeev Motwani one of Sergey Brin academic adviser has died. Some services also dropped, especially outside the web advertising volume as the result of world economic crisis. Then the interpreter looks back at the giant IT companies that have been around for over 20 years such as Microsoft, IBM and Apple. Although many changes have occurred, they still remain the same basis. Furthermore Google is also said to be the pioneer of a new era of knowledge economy. The relevance of Google stories to readers in Malaysia are the spirit of innovation, love for knowledge and the courage to pioneer new areas that we need to emulate. Translator believes it can emulate the spirit to succeed in various fields.

Google story began in 1996, before the search engine and search technology into the field of business IT competitive as it is now. Mention of the internet at the time, people knows the Yahoo and AOL as well as their service networks such as email, news, weather forecasts and so on. Although the internet is a medium which contains a wealth of information and is constantly growing, no one has realized the importance of search engine services. Searching for information is not an easy thing, let alone to get relevant things. At that time Google did not even exist, but people behind Google already thinking about it as it will be the core of an important innovation in search technology and the backbone of Google mastery. Creator of Google, Larry Page and Sergey Brin started their cooperation from dissatisfaction with existing search engines at the time. Searches conducted at that time often produce results that are not relevant and using so much time for each search.

Secondly, they aim to achieve the mission of organizing the world's information available and present globally. In short, they want to facilitate access to information in the world. With the concept of web pages on the internet are intertwined, Larry sparked the idea to take advantage of the link to the ranking. This is done to get the best results. This is the idea that distinguishes Google from the search engines, such as Yahoo, Alta Vista and Excite. Now the same technique has been widely used by other search engines including Yahoo. Google currently deployed thousands of computers to process information in the world. All of the search should be presented with relevant results in less than half a second. Google charm also lies in its compact appearance. When doing a search, users are shown a white page that is not filled with all sorts of menu. The search results are displayed systematically. The most relevant pages appear on top and pages from the same website placed in a group.