



Search & Destroy: Why You Can't Trust Google Inc.

By Scott Cleland, Ira Brodsky

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Search & Destroy: Why You Can't Trust Google Inc. By Scott Cleland, Ira Brodsky

This is the other side of the Google story. In *Search & Destroy*, Google expert Scott Cleland, shows that the world's most powerful company is not who it pretends to be.

Google pretends to be a harmless lamb, but chose a full-size model of a Tyrannosaurus Rex as its mascot. Beware the T-Rex in sheep's clothing.

Google has acquired far more information, both public and private, and has invented more ways to use it, than anyone in history. Information is power, and in Google's case, it's the power to influence and control virtually everything the Internet touches. Google's power is largely unchecked, unaccountable and grossly underestimated. Google is the Internet's lone superpower, the new master of the digital information universe. And Google's power depends almost entirely on the blind trust it has gained through masterful duplicity. Google routinely says one thing and does another.

Cleland proves the world's #1 brand untrustworthy. He exposes the unethical company hiding behind a Don't Be Evil slogan. He uncovers Google's hidden political agenda. And he reveals how Google's famed mission to organize the world's information is destructive and wrong. Cleland is the first to critically examine where Google is leading us, explain why we don't want to go there, and propose straightforward solutions.

Google's unprecedented centralization of power over the world's information is corrupting both Google and the Internet, a natural result of unchecked power. Google is evolving from an information servant to master, from working for users, to making users work for the Internet behemoth.

Search & Destroy conclusively demonstrates that Google's goal is to change the world by influencing and controlling information access. Ultimately, Google's immense unchecked power is destructive precisely because Google is so shockingly-political, unethical and untrustworthy.

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- Rank: #42435 in Books
- Published on: 2011-05-10
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 6.25" w x 1.50" l, 1.80 pounds
- Binding: Hardcover
- 329 pages

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Editorial Review

Review

"Scott Cleland's new book explains what getting 'Googled' really means having your private information exploited, your personal security compromised, your market choices eliminated, and your naive trust in the company's public pronouncements betrayed. Cleland's perspective will resonate most with conservatives and libertarians, but, in truth, every computer user needs to read this book before clicking on the Google site again." - Gary Reback, author of *Free The Market!* and the antitrust lawyer who spearheaded the Federal Government's case against Microsoft in the 1990s

A courageous and important book -- persuasively argued and well defended. - Ben Edelman, Assistant Professor, Harvard Business School

There is no one that writes more incisively about Google than Scott Cleland. - Randolph May, President, Free State Foundation

--Expert testimonials

" *Search & Destroy* provides an eye-opening assessment of Google's 'free services' that will lead many to question their online choices." --- Roger Entner, Analyst & Founder, Recon Analytics

"Search and Destroy is an important book - for the first time it puts a spotlight on all the issues arising from Google's advertising and search dominance." --- Simon Buckingham, Founder of Appitalism

About the Author

Scott Cleland is the world's leading Google critic. Cleland has testified before Congress three times about Google. He publishes GoogleMonitor.com and Googleopoly.net, and authors the widely read PrecursorBlog.com. As President of Precursor LLC, he consults for Fortune 500 clients. A former #1 ranked Institutional Investor independent analyst known for spotting early on why the Internet dotcom bubble would burst, Cleland was also the first analyst invited to testify before Congress about the missed warning signs of Enron's fraud and bankruptcy. *Fortune* profiled Cleland as ahead of the pack in raising questions about WorldCom's debt, profitability, and survival. Cleland is a former U.S. Deputy Assistant Secretary of State for Information and Communication Policy. He lives in the Washington D.C. area with his wife and two children.

Users Review

From reader reviews:

Nancy Reese:

Have you spare time for any day? What do you do when you have much more or little spare time? Yeah, you can choose the suitable activity regarding spend your time. Any person spent all their spare time to take a walk, shopping, or went to the actual Mall. How about open as well as read a book entitled *Search & Destroy: Why You Can't Trust Google Inc.*? Maybe it is for being best activity for you. You recognize beside you can spend your time with the favorite's book, you can wiser than before. Do you agree with their opinion

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