# What Would Google Do?: Reverse-Engineering the Fastest Growing Company in the History of the World

*Jeff Jarvis*

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*What Would Google Do?* is an indispensable manual for survival and success in today's internet-driven marketplace. By "reverse engineering the fastest growing company in the history of the world," author Jeff Jarvis, proprietor of Buzzmachine.com, one of the Web's most widely respected media blogs, offers indispensible strategies for solving the toughest new problems facing businesses today. With a new afterword from the author, *What Would Google Do?* is the business book that every leader or potential leader in every industry must read.

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