

Good essay on book: in the plex: how google thinks, works, and shapes our lives

[Business](#), [Company](#)



Summary of the Book

The book seems to be an indirect tribute to the efforts of Larry Page and Sergey Brin, the founders of Google that they laid in order to make Google gain dominant status in the world of technology. Story of Google (from the beginning till the end) is full of twists and challenges, and it is Page's insight that earned it triumph in testing situations. Given below are the core attributes of both these legendary men, which marvelously contributed to the breathtaking success of the giant search engine (Google):

Decision making power, as in case of the purchase of Android from Rubin (the inventor of Android) when all big companies refused to accept it, even, free of cost.

Out of the box approach which is dominantly manifested in the idea of Gmail.

Sheer ability of business management reflecting in their every initiative.

In a nutshell, Google has today broken all the records of popularity and its popularity owes a great deal to the managerial abilities of its founders.

Reflection

The book is a great asset for business students (especially). Success story of Google symbolizes the significance of business strategy for organizations.

Display of timeliness in decision making, appropriate response to the emerging opportunities, and creativity are the key components of any successful business management plan.

Furthermore, adherence to ethics works like booster to organizational profitability if complemented perfectly with the business strategy. Page

adopts culturally diversified approach to morality stating “ know the evil” and makes Google comply with the laws and regulations of every territory wherein it operates. In addition to this, it is important for a leader to possess outstanding foresight if he dreams of generating outstanding revenue. Page and Sergey stand for the symbol of ideal business management. Examples set by them are some of the best sources of learning for business students.

Works Cited

Levy, Steven. In the plex: How Google thinks, works, and shapes our lives.

Simon and Schuster, 2011.