



# 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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### 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](http://GoogleMonitor.com) and [Googleopoly.net](http://Googleopoly.net), and authors the widely read [PrecursorBlog.com](http://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

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#### Jaime Worm:

Book is to be different for each grade. Book for children until finally adult are different content. As it is known to us that book is very important normally. The book *Search & Destroy: Why You Can't Trust Google Inc.* ended up being making you to know about other information and of course you can take more information. It is extremely advantages for you. The book *Search & Destroy: Why You Can't Trust Google Inc.* is not only giving you considerably more new information but also to get your friend when you sense

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In this 21st millennium, people become competitive in every single way. By being competitive currently, people have do something to make these people survives, being in the middle of the actual crowded place and notice by simply surrounding. One thing that often many people have underestimated that for a while is reading. Yeah, by reading a reserve your ability to survive increase then having chance to remain than other is high. For you personally who want to start reading some sort of book, we give you that Search & Destroy: Why You Can't Trust Google Inc. book as nice and daily reading reserve. Why, because this book is greater than just a book.

**Roy Matsumoto:**

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**Floyd Brown:**

Precisely why? Because this Search & Destroy: Why You Can't Trust Google Inc. is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will distress you with the secret it inside. Reading this book beside it was fantastic author who have write the book in such awesome way makes the content within easier to understand, entertaining technique but still convey the meaning fully. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of rewards than the other book get such as help improving your skill and your critical thinking way. So , still want to postpone having that book? If I have been you I will go to the book store hurriedly.

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