

Foreword 4

A is for **Android** 6

B is for **Bonus** 8

C is for **CL** 12

D is for **Don't be evil** 20

E is for **Emerald Sea** 24

F is for **Fifteen** 30

G is for **Googley** 34

H is for **Hiring** 40

I is for **Industry Rivalry** 44

J is for **Jargon** 56

K is for **Kennedy** 64

L is for **Lawyercat** 68

M is for **Memegen** 70

N is for **Nerds** 72

O is for **Organizational life** 80

P is for **Patents** 88

Q is for **Quarterly results** 94

R is for **Red tape** 98

S is for **Spoiled** 102

T is for **TGIF** 108

U is for **Users first** 112

V is for **VIP** 114

W is for **Wood** 120

X is for **X** 122

Y is for **Yel!** 124

Z is for **Zeitgeist** 128

Timeline 132

The Googleplex 134

The Tailgator 136

Extras 138

Face book 141

Glossary 142

Index 146

Episode index 147