



**BOOK REVIEW OF *GOOGLE SPEAKS***  
**WRITTEN BY JANET LOWE**

**A FINAL PROJECT**

In Partial Fulfillment of the Requirement  
For S-1 Degree in American Culture Studies  
In English Department, Faculty of Humanities  
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Submitted by:

Erma Tama

A2B009130

**FACULTY OF HUMANITIES**  
**DIPONEGORO UNIVERSITY**  
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**2013**

## **PRONOUNCEMENT**

The writer states truthfully that this final project is made by her without plagiarism from other research in any university, in S-1, S-2, and S-3 degree and in diploma. Furthermore, the writer ascertains that she does not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, 20 February 2013

Erma Tama

## MOTTO AND DEDICATION

Kun Fa Yakuun

(‘It have to happen’ than will happen)

Always give more than need –*Google guys*

Almost of ‘project’ that has failing risk often teach something –Google

*This final project is dedicated to my  
great parent and my batty sister*

## **APPROVAL**

Approved by,

Advisor

Drs. Sunarwoto, M.S, M.A

NIP. 194806191980031001

## **VALIDATION**

Approved by

Strata I Final Project Examination Committee

Faculty of Humanities Diponegoro University

On Friday, March 7, 2013

Advisor,

Reader,

Drs. Sunarwoto, M.S, M.A

Arido Laksono, S.S., M.Hum

NIP. 194806191980031001

NIP. 197507111999031002

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The writer realizes that this final project is still far from perfect. She, therefore, will be thankful to receive any built criticism and recommendation to make this final project better.

Finally, the writer expects that this final project will be useful to the reader who wishes to learn something about the big American company as famous as its country, Google.

Semarang, March 2013

The writer

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## ABSTRACT

Pembelajaran mengenai kebudayaan sama halnya dengan memahami bagaimanakah sebuah negara di bentuk. Hal tersebut dikarenakan bangsa di bangun melalui kebudayaan yang tumbuh dan berkembang sejalan dengan kehidupannya. Kebudayaan ini juga menjadi salah satu senjata yang tangguh dalam menghadapi tantangan bangsa yang semakin berat kedepannya. Buku yang digunakan dalam Projek Final ini terdapat juga penggambaran mengenai kebudayaan tersebut, yaitu mengenai semangat mimpi bangsa Amerika yang tergambar dalam kisah perjalanan dua anak muda pendiri Google, Serger Brin dan Larry Page. Kisah inspiratif yang mendalam mendasari penulis untuk memilih buku karya Janet Lowe tersebut sebagai kajian. Penulis merasa kisah, semangat dan rahasia yang membuat Google menjadi teknologi yang bersejarah perlu untuk di sebar luaskan. Untuk itulah kajian mengenai penemu, perjalanan Google serta kelebihan dan kelemahan buku tersebut akan penulis jelaskan dalam Projek Akhirnya.

## CHAPTER 1

### INTRODUCTION

This chapter consists of four sub-chapters: the background of writing, scope of writing, aims of writing and the short biography of the author. The first sub-chapter explains the writer's reason to determine the book. The second sub-chapter reveals the scope of writer's writing. The third sub-chapter explains aim of this book review and the fourth sub-chapter tells about the short biography of Janet Lowe as the author of the book.

#### 1.1 Background of Writing

Everybody knows the Google because this greatest technology becomes one of the successful inventions. Superior country, America, has been holding almost the historical inventions for human life. *Google Guys*, for the example, also took the role of the historical technology because of internet search engine. Sergey Brin and Larry Page, the *Google Guys*, represent how American people reach their dream. *Google Speaks*, a biography of *Google Guys*, gives the reader rational view to show how spirit and dream create one of the biggest company in this period. Young, talented and brave are the soft materials to open the bright future.

Representation of those soft materials, *Google speaks-Secret of the World's Greatest Billionaire Entrepreneurs, Sergey Brin and Larry page* will inspire the young people around the world. They can do that so, it can be applied by the others young generation.

## **1.2 Scope of Writing**

Based on this book, the writer of this writing reviews the *Google Speaks* from Janet Lowe's points of view that focus on the company and founder. It is because *Google guys* have personality, manner and style which always support their ability for creating a technology. Those are the soft ideal that they need to build the smartest company in 2006 which as written by *Times*. Thus, this final project will tell more about the history and profile of the Google than the technology.

## **1.3 Aims of The Writing**

The following are the aims of this project:

- 1.3.1 To review about *Google Speaks-Secret of The World's Greatest Billionaire Entrepreneurs, Sergey Brin and Larry Page* from Janet Lowe's point of view.
- 1.3.2 To give information about the history of *Google*.

1.3.3 To know the strengths and weaknesses of the book.

#### 1.4 Short Biography of Janet Lowe

*Bill Gates Speaks, Warrant Buffett Speaks, and Oprah Winfrey Speaks* are the examples of Janet Lowe's work. She is a successful American author, business writer and lecturer at University of Texas in Dallas. Lowe grew up in California and Nevada, attended Las Vegas High School and graduated with a Bachelor of Science degree in Business and Economics from the University of Nevada at Las Vegas. She earned her Master's Degree in Mass Communications from San Diego State University. The writer of many best seller books completed a Wharton Business School fellowship and has a lifetime teaching certificate in California.

Her books have been reviewed by *USA Today*, *Newsweek*, *Barron's*, and dozens of other national publications. She has been a guest on *Jim Lehrer's News Hour*, *the PBS Nightly Business Report*, *CNN*, *CNBC* and many national and local televisions shows. Lowe's freelance articles have appeared in more than 100 publications including *Newsweek*, the *Christian Science Monitor*, the *Los Angeles Times*, *Dallas Morning News*, the *San Jose Mercury News*, *San Diego Union-Tribune*, *Modern Maturity*, *Planning Magazine* and others (Lowe, Janet. (2009). *About Janet Lowe*. <[janetlowe.biz/about](http://janetlowe.biz/about)>).

## CHAPTER 2

### SUMMARY

This summary contains several parts, the first is about *Google Guys* who found the Google search engine, the middle explains about the beginning of the *Googolplex*-Google's work place, and the last part is telling about the development and problems of Google world.

*Google Guys*, Sergey Brin and Larry Page, are the kings of person the high internet technology in this period. They are familiar with the role of intelligent scope because both of them were born from scientist parents with technological environment from their family. Sergey Brin, for example, is the son of scientist, his father is a professor of Applied Statistic and Probability in University of Maryland and his mother is a scientist from NASA (National Aeronautics and Space Administration). He was born in Moscow, Russia at August 21<sup>st</sup> 1973 and moved to America when he was six. The movement background was the anti-Jewish reason in the cycle life of their family in Moscow. His partner, Larry Page, was born at March 26<sup>th</sup> 1973 in America. His mother grew with the strong Judaism but his father is too scientific for a religious follower.

When Larry was going to Stanford in winter 1995, Sergey has already become a student in the second year. They met in campus tour and got interesting discussion along the way. After Larry arrived at Stanford and discussed with the

advisor, he began to develop a project called *Back Rubs*, a name of corresponding to the working process analysis of site backlinks (links between sites). Sergey joined and worked the project at William Gates Computer Science 360, until *Google Guys* built a company from the investor of Silicon Valley. Larry and Sergey apparently felt an extraordinary power of their cooperation, the same strength of their brains, the same dream, and the same bravery. With those powers, they just had to hard work and made a right decision in a long way. Thus, the success is in they hand. John L Hennessy, the president of Stanford, said that dropping out from the school and creating a company is more productive than writing a thesis. Finally, the *Google Guys* resign from academic school and focus to their company.

*Googolplex* has ten principles, such as creative in useful master plan, quick, simple, interesting, innovative, universal, profitable, beautiful, believable, and imprisoning. These tenth principles are challenging over and over for serving the final user. The *Google Guys* give the position to Eric Schmidt as CEO of *Googolplex* to take responsibility of those principles. The CEO has to face any problems as the new company, the growth without lost their characteristic, how to fresh ideas come, and how to keep the best employee. Therefore, Sergey and Larry can focus with the technological innovation.

In the beginning, *Google Guys* were uninterested with advertisement but finally they used potential *Long-tail Marketing* to their business, a make it useful, make it bigger, make it fun, not being evil, and make it free. All become Google visions to run conflicts in *going public*. Google has difficulties and many



questions to take a responsibility of their consumers, employees and the people. Deception, pornography, personality right, leading to violence, and human right are the problems along the company career. Sergey and Larry have to update and formulate the Google to compete the competitors like *Microsoft* and *Yahoo!*. Therefore, Sergey, Larry and Schmidt declare that Google is searching engine but in reality they develop not only computerization but also real object like *Google Phone-Android*. *Web 3.0*; *cloud computing*, and *white space*.

## **CHAPTER 3**

### **REVIEW OF THE BOOK**

After reading Janet Lowe's work, the writer of this writing found a lot of strong points that contained in *Google Speaks* from the author's point of view. It was not fair if the writer of this writing only discussed the strong points without seeing the weakness. Therefore, in this chapter, the writer of this writing described strengths and weaknesses of *Google Speaks*.

#### **3.1 Strength of The Book**

The discussion about the excess of this book was divided in two divisions. Frist explanation was about the general view on the layout of the beginning impression. The second explanation was about the content such as exploring the essence of the inventor, uncovering fascinating story, and digging the information.

##### **3.1.1. Layout**

Generally, this book was completed with useful additions to give the reader more information and directions. The clap cover represents those useful additions because it told the reader about whole general information and the purpose of the author. It is a good work that gives a

clear description, directs and details that the author want. Another clear direction is found in the introduction that leads the reader to the content.

Those are passages of the text:

*Here are some tips for getting the most out of this book. Remember that Google comes up with advantages, new products, and ideas with such speed that it's almost possible to keep up. For that reason, this book focuses somewhat more on the company and the personalities who created and run Google than its technology (Janet Lowe, 2009: 11).*

Lowe also added others extra layout such as time line, glossary and notes to give the reader further more. This additional layout had many advantages for accommodate the detail explanation.

### **3.1.2. Content**

The content has deep information with a detail story to describe essential, fascinating stories and other additional information. Lowe gives a deep explanation about the *Google Guy's* career. This is shown while providing inspiration for their characters. One example is as follows:

*When Larry Page, the inventor who inspired, is twelve years old, he read a biography of Nikola Tesla and keeps he to think. The boy admired of many innovations such phenomenal result of Tesla. However, he was surprised to find the fact that Tesla lives a life full of conflict, cannot use the money well, die in poverty, and less known outside the scientific scope. Of course, school children do not learn Tesla as they learn about Thomas Edison (Janet Lowe, 2009:23).*

This inspiration figure of *Google Guy's* gives reader knowledge to increase young people motivation. That is why Lowe added story of famous figures such as Maria Montessori, Eric Schmidt, Venture Capitalist, Stanford etc.

This book can be said as a complete package because Lowe provides some logical statements to open mind. She explains that personality, education and paradigm affect the way of life. Here is the example of that statement:

*Almost of the original search software and methods was derived from the university. Carnegie Mellon, University of Nevada, and University of California at Berkeley are the initial of development centers (Janet Lowe, 2009:35).*

Lowe also describes how Sergey and Larry's personality gives big influences for this successful. Here is the statement:

*Obviously, both men extraordinarily intelligent and has a personality as an entrepreneur-and, as they quickly recognize the potential within themselves reflected each other. They follow the destiny when developing software search engine Google. Meanwhile, the community around them which is getting ready to welcome the idea of second technician adulthood was waiting for them to step up (Janet Lowe, 2009:3).*

Other statements that describe an inspiring personality are shown by the author. She wrote an instructive story of Larry and Page, here it is:

*American dream is life and work out, the high-grade education method is important incubator, don't focus in money, but focus in*

*the best result, have fun and don't be evil (Janet Lowe, 2009: 276-277).*

There are a lot of moral teachings from the *Google Guys* career that inspire the reader. Every book has a meaning and purpose to share the knowledge. Many advantages not be shown in this project's explanation, but the writer recommended this book to increase young dreamers motivation.

### **3.2 Weakness of The Book**

Discussion about the weakness usually gives constructive criticism to the reader. That is why this *Google Speaks* is not an easy reading because it needs to find the final criticism. Sometimes, these kinds of book make the reader's mind blowing because of the concluded meaning. The introduction mentions about some confused questions. Here they are:

*Who has intellectual equity, and who has the authority to use music, book, art, and others creation to earn money?  
What will happened then if the company more mature?  
(Janet Lowe, 2009:11).*

Those questions are not easy to answer because the author gives pro and cons on her explanation. If the reader cannot conclude right answer, it means that the author failed. Another pro and cons are also mention in the content. The author did not give the best concluding sentences or solutions. She just gives the facts without final aim. Lowe puts the explanation about how *Googolplex* becomes most pleasurable

place but she also gives different opinions of ex-employees. She just gives the statement of the spokesmen without detail explanation. Here is the statement:

*A Google's spokesmen offer this comprehends:" Anyway, it is a place to work." (Janet Lowe, 2009:163).*

Just with those statement the author conclude the pro and cons in *Googolplex* without her own concluding sentence. It is shown that this book needs some aims and meanings of the author explanation but actually that is not easy to get that.

Overall, this book gives the best to the reader even though there are some floating statements that need some thought to get the conclusions. In some cases like "not being evil", "human right", and the other conflicts along the Google grow up, are confusing. The writer of this writing appreciates if this book gives in her own version without judgment. It is because the reader needs some arguments to make a right decision.

## CHAPTER 4

### CONCLUSION

The *Google Speaks-Secret of The World's Greatest Billionaire Entrepreneurs, Sergey Brin and Larry Page* is the example of young's American biography. This book explains the career of two young Americans who are familiar with the freedom and American dreams. Even though the writer of this writing does not really understand about technology, this book describes the other information that inspires. The writer of this writing already knew about American culture because she took this major in American Studies. Therefore, Sergey and Larry's career are representing the American culture.

Everybody knows that Google is a historical invention in high technology era. Family, education and personality supported the career of *Google Guys* until becomes a history. Both Sergey Brin and Larry Page not only have a smart brain but also support with the others people. They have a bravery to make decisions that affect their whole life. It is a great inspiration to the young people who wants to get their dreams.

The quality of a book depends on how it serves the ideas with a deep and clear description. Besides that, the author of this book's skill to process information becomes an important thing in serving the qualified ideas. The writer

of this writing found those qualifications inside this book which become strengths of the Janet Lowe's work. Through some inspiring stories, in-depth explanation, and the other advantages, Janet Lowe gives her best effort to make this book special. Therefore, the writer of this writing gives a high recommendation to read this book because it develops our knowledge more and more.



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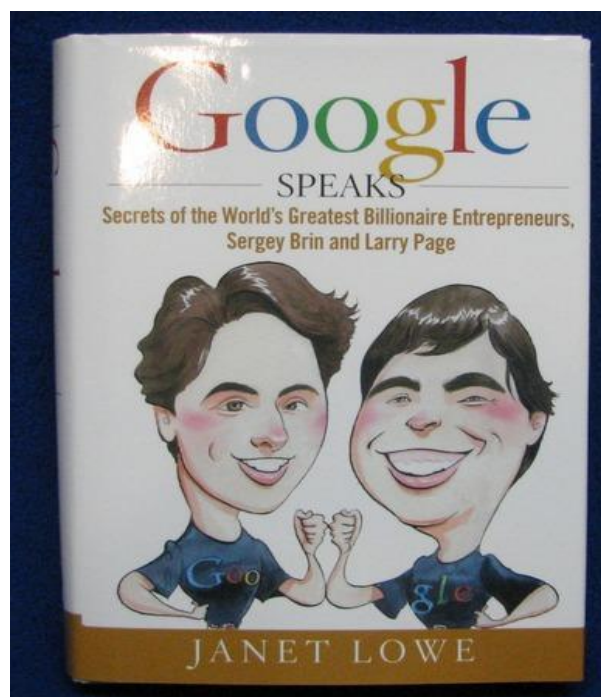
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Indonesian Book Cover



Original Book Cover



Janet Lowe



Larry Page



Sergey Brin