

This is the other side of the Google story. In Search & Destroy, Google expert Scott Cleland, shows that the worlds 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 sheeps 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 Googles case, its the power to influence and control virtually everything the Internet touches. Googles power is largely unchecked, unaccountable and grossly underestimated. Google is the Internets lone superpower, the new master of the digital information universe. And Googles 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 worlds #1 brand untrustworthy. He exposes the unethical company hiding behind a Dont Be Evil slogan. He uncovers Googles hidden political agenda. And he reveals how Googles famed mission to organize the worlds 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. Googles unprecedented centralization of power over the worlds 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 Googles goal is to change the world by influencing and controlling information access. Ultimately, Googles immense unchecked power is destructive precisely because Google is so shockingly-political, unethical and untrustworthy.

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