



**KEY ECONOMIC CONCEPTS ILLUSTRATED IN THIS DOCUMENTARY**

- 1. THE IMPORTANCE OF TECHNOLOGICAL INNOVATION IN CREATING MARKETS , EXPANDING MARKETS , INCREASING PRODUCTIVITY , AND LOWERING COSTS AS WELL AS PRICES , INCREASING WEALTH AND THE STANDARD OF LIVING**
  - 2. THE IMPORTANCE OF ACCESS TO AND EFFECTIVE MANAGEMENT OF INFORMATION MANAGEMENT SYSTEMS TO THE SUCCESS OF BUSINESSES**
  - 3. THE FUTURE OF MARKETING , ADVERTISING , DISTRIBUTION , AND LABOR RELATIONS**
  - 4. CHARACTERISTICS OF BUSINESS ORGANIZATIONS > START UPS ; ANGEL INVESTORS , VENTURE CAPITAL , ENTREPRENEURS > CORPORATIONS ; STOCK , PROFITS , IMPORTANCE OF RESEARCH AND DEVELOPMENT**
  - 5. IMPORTANCE OF THE RULE OF LAW FOR EMERGING INDUSTRIES > IN THIS CASE THE FOURTH AMENDMENT AND PRIVACY**
  - 6. FREE MARKET CONCEPTS AND PRINCIPLES > ADAM SMITH'S INVISIBLE HAND ; PRIVATE OWNERSHIP , INCENTIVE , AND COMPETITION**
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**\*\* NOTE TAKING SHOULD BEGIN 2:10 INTO VIDEO**

**IN THE LATE 1990 s THE WEB / INTERNET WAS ALMOST USELESS . WHY ?**

**THE ROOTS OF SEARCH CAN BE FOUND WHERE ?**

**BY TRYING TO WIN A FANTASY BASKETBALL LEAGUE , DAVID FILO CAME TO THE CONCLUSION THAT A \_\_\_\_\_ FOR THE WEB WAS NEEDED**

**WHAT COMPANY DID JERRY YANG AND DAVID FILO CREATE ?**

**WHEN NEW COMPANIES NEED MONEY TO GET STARTED WHO DO THEY TURN TO, ESPECIALLY IN HIGH TECHNOLOGY ?**

**AS THE WEB WAS DEVELOPING IN THE LATE 1990s , IT WAS UNCERTAIN WHETHER THERE WOULD BE ANY VALUE ( \$ MONEY TO BE MADE ) . DISCUSSIONS OVER HOW TO POSSIBLY MAKE MONEY BEGAN TO FOCUS ON WHAT ?**

**WHAT DILEMMA / FEAR DID YANG AND FILO FACE IN FIGURING OUT HOW TO BUILD YAHOO ?**

**ONCE THE COMMERCIAL MODEL ( THE WAY TO MAKE MONEY ) FOR THE INTERNET WAS DETERMINED , YAHOO FACED A NUMBER OF NEW COMPETITORS , THE MOST FORMIDABLE OF WHICH WAS EXCITE . WHAT DID EXCITE HAVE THAT YAHOO DID NOT ?**

**BY 1997 THE INTERNET WAS EXPLODING WITH SEARCH ENGINE COMPANIES TURNING THEMSELVES INTO PORTALS THAT LOOKED LIKE \_\_\_\_\_**

**IN THE \_\_\_\_\_ ATMOSPHERE THE COMPANIES LOST SIGHT OF WHAT VERY IMPORTANT THING ?**

**WITH THE SEARCH COMPANIES OFFERING UP CRAP WHERE DID THE SOLUTION FOR REAL SEARCH RESULTS COME FROM ?**

**LARRY PAGE'S IDEA FOR IMPROVING SEARCH WAS FAIRLY SIMPLE AND LIKE A POPULARITY CONTEST . PAGE BELIEVED THAT A LINK FROM ONE WEBSITE TO ANOTHER IS LIKE A \_\_\_\_\_ THEREFORE ASSESSING A WEBSITE'S IMPORTANCE BY THE NUMBER OF \_\_\_\_\_ IT RECEIVES**

**THE VENTURE CAPITALISTS DID NOT BELIEVE BRIN AND PAGE . THE VENTURE CAPITALISTS RECOMMENDED THAT THEY DO WHAT ?**

**EXCITE TURNED DOWN THE OPPORTUNITY TO BUY GOOGLE FOR ONE MILLION DOLLARS BECAUSE THEY THOUGHT WHAT ?**

**WHAT ARE EARLY INVESTORS , LIKE ANDY BEGHOLSHEIM , CALLED ?**

**WHAT DOES JOHN DOERR , THE GREATEST VENTURE CAPITALIST OF ALL TIME , TELL JOHN HEILEMAN AFTER SHOWING HEILEMAN GOOGLE'S BETA TEST SEARCH OFFERING AND HEILEMAN ASKS , " WHERE IS THE ADVERTISING ? "**

**WITH NO MONEY COMING IN , BRIN AND PAGE WERE HAVING DIFFICULTY FIGURING OUT HOW TO EVOLVE GOOGLE'S BUSINESS MODEL . THEY TURNED TO BILL GROSS , THE FOUNDER OF IDEA LAB FOR HELP . BILL GROSS SAW SEARCH AS THE WORLD'S MOST POWERFUL \_\_\_\_\_  
\_\_\_\_\_ TOOL**

**SEARCH ENGINE COMPANIES CALL WHAT YOU TYPE INTO THE SEARCH BAR**

\_\_\_\_\_ ↓  
**BILL GROSS MADE HIS POINT ABOUT PAID ADVERTISEMENTS BASED ON  
\_\_\_\_\_ BY COMPARING IT TO THE  
OLD FASHIONED \_\_\_\_\_**

**WHEN GROSS LAUNCHED A SEARCH COMPANY CALLED " OVERTURE " , A SHORT TIME LATER WHAT DID BRIN AND PAGE DO ?**

**WHAT HAPPENED AS A RESULT OF THE CONFLICT BETWEEN OVERTURE AND GOOGLE ?**

**WITH THE DAWNING OF THE INTERNET ECONOMY , GOOGLE IN ITS FIRST THREE YEARS WENT FROM ZERO TO \_\_\_\_\_ BILLION IN REVENUE**

**ALTHOUGH THERE WAS GREAT CONTROVERSY SURROUNDING ITS INITIAL PUBLIC OFFERING OF STOCK ( IPO ) , GOOGLE BECAME THE \_\_\_\_\_**

\_\_\_\_\_ *COMPANY IN HISTORY*

*WHAT IS GOOGLE'S CORPORATE MOTTO ?*

*GOOGLE'S SUCCESS HAS BROUGHT NEW COMPETITORS INTO THE PICTURE ,  
BUT HAS ALSO RAISED CONCERNS OVER \_\_\_\_\_ BASED ON  
THE AMOUNT OF INFORMATION IT COLLECTS*