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company that answers that question—in all its shades of meaning—can unlock the most intractable riddles of business and arguably of human culture itself.

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How to Do a Boolean Search in Google

The very popular search engine called Google was invented by computer scientists Larry Page and Sergey Brin. The site was named after a googol—the name for the number 1 followed by 100 zeros—found in the book Mathematics and the Imagination by Edward Kasner and James Newman.

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The History of Google and How It Was Invented
Google Search's learning curve is an odd one. You use it every day, but still all you know is how to search. But the search engine has plenty of tricks up its sleeve. Here's an overview of some of the most useful Google search tricks, from basic tips to new features just recently released.

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