Practically everyone is familiar with Google. But not so many people know how Google evolved from a small search engine on the Stanford University campus in the early 1990’s to a billion dollar company. In this presentation Brian McCullough recounts the history of Google – how the founders met, the evolution of the Google search algorithm, the financial and philosophical challenges Google faced as it sought to commercialize its services during the bursting of the dot com bubble, the development of AdWords, and Google’s eventual IPO.

Brian McCullough is host of the Internet History Podcast (http://www.internethistorypodcast.com). A book loosely based on these podcasts will be coming out in Spring 2018. It is currently titled How The Internet Happened, and will be published by Liveright, a subsidiary of W.W. Norton. Brian is also the founder of various dot com enterprises and in 2016 was selected as a TED Resident.