

Google<sup>®</sup>

# Google Book Search

It would have kept Paul  
Otlet Awake !

Philippe Colombet  
Google Book Search Partnerships

# Agenda

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- **What has changed with technology since Pal Otlet's visions in 1930 ?**
- **Why is it so important to make books part of the searchable web of information ?**
- **What are the broader outcomes of such a massive undertaking ?**



## What helped us: Technology Revolution: since 1982 ...

- **CPU performance**: Up by a factor of **3,500**
- **Memory prices**: Down by a factor of **45,000**
- **Disk prices**: Down by a factor of **3,600,000**

Dream of organizing and making accessible all the world's information is nearly obtainable!

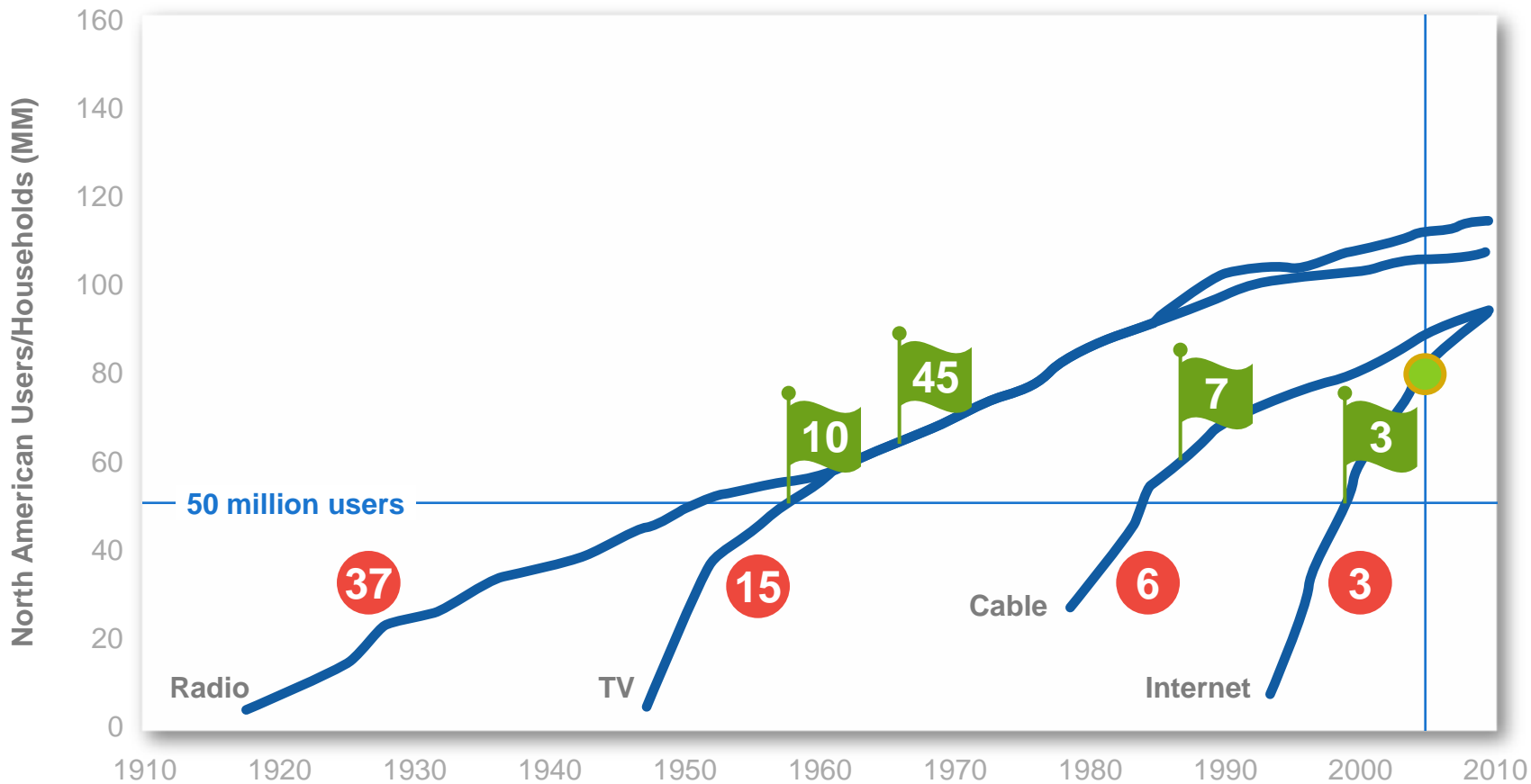
# If Only Petrol Mileage Improved As Much ...



- ... one litre of petrol would take you around the Earth more than 500 times!



# Historical Rates of Adoption



 Years to reach \$1B in ad spending
  Years to reach 50 million N.A. users

# Google's Mission

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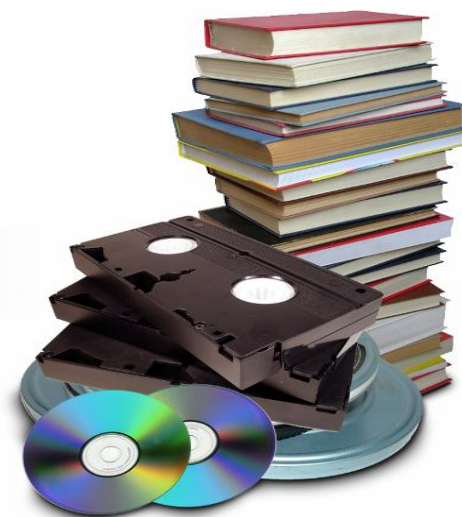
To organize the world's information and make it universally accessible and useful.



Online content  
Billions of web pages



Google™



Offline content  
Billions of items  
becoming indexed




# Find books (as well) when you search informa

## Title Navigational

Google™ adventures of huckleberry finn Search

Web Books Results 1 - 10 of about 14,600,000 for adventures of huckleberry finn

 **The Adventures of Huckleberry Finn**  
by Mark Twain - 2004 - 372 pages  
[books.google.com](#) - [About this book](#) - [More book results »](#)

**Adventures of Huckleberry Finn** (novel) - Wikipedia, the free ...  
Adventures of Huckleberry Finn (1884) by Mark Twain is commonly accounted as one of the first Great American Novels. It was also one of the first major ...  
[en.wikipedia.org/wiki/The\\_Adventures\\_of\\_Huckleberry\\_Finn](#) - 73k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Huck Finn** Homepage  
Adventures of Huckleberry Finn, first published in America in January 1885, has always been in trouble. According to Ernest Hemingway, it was the "one book" ...  
[etext.virginia.edu/railton/huckfinn/huchompg.html](#) - 4k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Mark Twain: Huckleberry Finn**  
Text, illustrations and early reviews at the University of Virginia.  
[etext.virginia.edu/twain/huckfinn.html](#) - 3k - [Cached](#) - [Similar pages](#) - [Note this](#)  
[ [More results from etext.virginia.edu](#) ]

## Author Navigational

Google™ shakespeare Search

Web Books Results 1 - 10 of about 53,100,000 for shakespeare [definition]. (0.06)

**Books by William Shakespeare**

 [Hamlet](#) - 2002 - 350 pages  
[Macbeth](#) - 2002 - 260 pages  
[A Midsummer Night's Dream](#) - 1998 - 244 pages  
[books.google.com](#) - [More book results »](#)

**William Shakespeare** at eNotes  
Shakespeare biography with guides to the plays, quotes, criticism, and more.  
[www.shakespeare.com/](#) - 17k - [Cached](#) - [Similar pages](#) - [Note this](#)

**William Shakespeare** - Wikipedia, the free encyclopedia  
William Shakespeare (baptised 26 April 1564 – died 23 April 1616) [a] was an English poet and playwright, now widely regarded as the greatest writer of the ...  
[en.wikipedia.org/wiki/Shakespeare](#) - 208k - [Cached](#) - [Similar pages](#) - [Note this](#)

# One Consumer Product, Two Sources of Books

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Partner Program

Library Project

# Working with Publishers

Over 1 Million Books



Over 10,000 Publishers

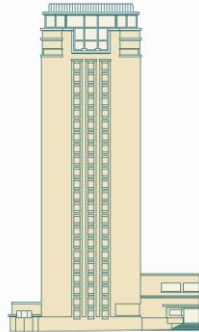


Over 70 Domains

.com .ca .co.uk .com.au .co.in .co.nz .ie .co.za .com.pk .as .tt .co.ke .com.jm .co.ug .fr  
.de .it .es .nl .be .at .ch .mu .com.sg .com.my .sh .vg .co.je .je .ms .off.ai .com.gi  
.co.ck .com.nf .co.ls .co.vi .com.ag .com.bz .com.fj .com.na .com.np .com.vc .fm .gm .mw  
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.com.pe .com.sv .com.uy .com.bo .hn .com.ni .com.py .com.br .cn .com.hk .com.tw .co.jp

# Working with Library Partners

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Ghent University Library

Keio University



Cornell University Library



# Public Domain/ In copyright views

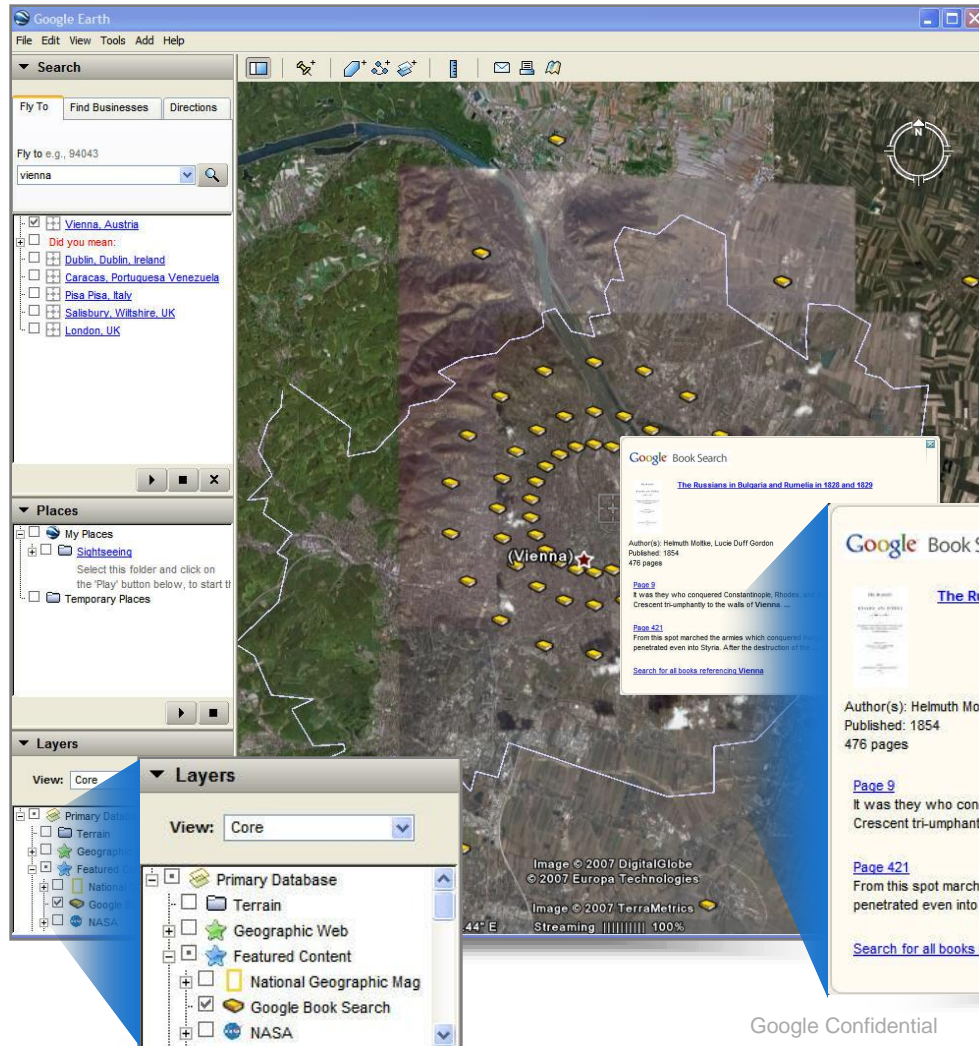
Full View  
(Public Domain)

This screenshot shows a Google Books interface for the book "GERONIMO" by Stephen Melvil Barrett. The page is titled "CHAPTER I" and "ORIGIN OF THE APACHE INDIANS". The main text begins with "IN the beginning the world was covered with darkness. There was no sun, no day. The perpetual night had no moon or stars." The interface includes a search bar, navigation controls, and a sidebar with links for "Summary", "Download PDF - 2.8M", "About this book", "Contents", "Buy this book", and "Search in this book".

Limited Preview  
(Publisher Program)

This screenshot shows a Google Books interface for the book "Understanding Orchids: An Uncomplicated Guide to Growing the World's Most Exotic Plants" by William Cullina. The page is titled "CHAPTER 2" and "Where to Grow your Orchids". The main text includes "YOU CAN GROW ORCHIDS in many places, from the kitchen window to a state-of-the-art greenhouse or, if you live in the tropics, a tree in your backyard." The interface includes a search bar, navigation controls, and a sidebar with links for "Summary", "Contents", "Buy this book", and "Search in this book".

# Location layer for Books in Google Earth



“Places in this book” reversed

- Search by location, see book references
- Only for out-of-copyright works
- Click through to view references in the text