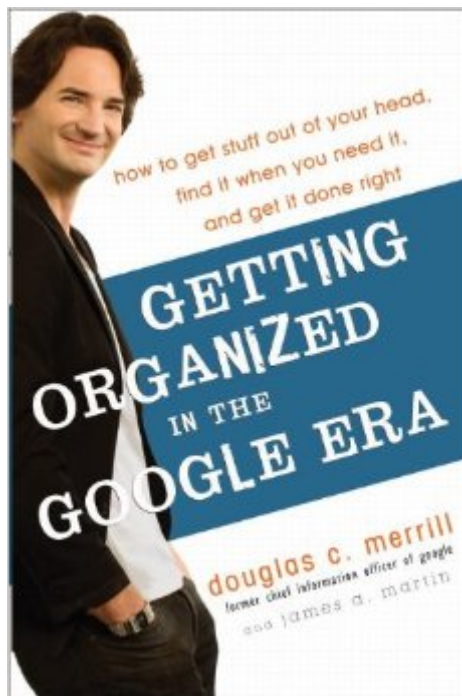


The book was found

# Getting Organized In The Google Era: How To Get Stuff Out Of Your Head, Find It When You Need It, And Get It Done Right



## Synopsis

Whether it's a faulty memory, a tendency to multitask, or difficulty managing our time, every one of us has limitations conspiring to keep us from being organized. But, as organizational guru and former Google CIO Douglas C. Merrill points out, it isn't our fault. Our brains simply aren't designed to deal with the pressures and competing demands on our attention in today's fast-paced, information-saturated, digital world. What's more, he says, many of the ways in which our society is structured are outdated, imposing additional chaos that makes us feel stressed, scattered, and disorganized. But it doesn't have to be this way. Luckily, we have a myriad of amazing new digital tools and technologies at our fingertips to help us manage the strains on our brains and on our lives; the trick is knowing when and how to use them. This is why Merrill, who helped spearhead Google's effort to "organize the world's information," offers a wealth of tips and strategies for how to use these new tools to become more organized, efficient, and successful than ever. But if you're looking for traditional, rigid, one-size-fits-all strategies for organization, this isn't the book for you. Instead, Merrill draws on his intimate knowledge of how the brain works to help us develop fresh, innovative, and flexible systems of organization tailored to our individual goals, constraints, and lifestyles. From how to harness the amazing power of search, to how to get the most out of cloud computing, to techniques for filtering through the enormous avalanche of information that assaults us at every turn, to tips for minimizing distractions and better integrating work and life, *Getting Organized in the Google Era* is chock-full of practical, invaluable, and often counterintuitive advice for anyone who wants to be more organized and productive—and less stressed—in our 21st-century world.

## Book Information

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## Customer Reviews

First, in full disclosure I am a GTD nut, I follow David Allen's system pretty rigorously. That said, I do read most books I can find on organization simply because it is an interesting hobby of mine, and a lot of my acquaintances come to me for advice on getting organized. The issues I have with the book:

1. Distracting format. I don't really need song lyrics in little blurbs to help me connect with the text better. Some of these lyrics are obscure and it is unclear how they relate to the text.
2. Way too much personal content. Look, it sounds like the author has lived through some harrowing experiences in his relationships, and that if he had been better organized, some of the pain would have been lessened. I sympathize. But the way he goes into detail seems very indulgent. I didn't pick up the book to hear about your sad stories, I wanted to hear what the former CIO of Google had to say about getting organized. Instead I get all this personal history. That's probably my biggest problem with the book.
3. The author is way too narrow minded about non-cloud based applications. For example, he is not a big fan of Outlook because it is usually hooked into Exchange, server space is expensive, and so you cannot keep years worth of data on the server. Um, why not archive your files and access your data that way? I get that the cloud will eventually be an ideal place to keep all of our stuff so that you can have everything instantly accessible and search-able, but as of now, the interoperability of the various applications just isn't where it needs to be for this to realistically work for most people. Check out the book "Total Recall" for more on this.
4. The author is way too idealistic.

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