COURSEBOOK, p. 95; READING

- 1. What is NASDAQ?
- 2. What is IPO?
- 3. How did Bill Gates and Steve Jobs play the game of going public?
- 4. What is racket?
- 5. How does IPO performed by Brin and Page differ from a standard one?
- 6. Do investment firms like Morgan Stanley play any role in the IPO performed by Brin and Page?
- 7. Why did such famous risk-takers such as Gates and Jobs tolerate this WS shakedown/racket?
- 8. What does it mean to cut sb in (on sth)?
- 9. When did things start to go wrong for this investment houses cartel?
- 10. Why didn't this idea of the auction approach take off immediately?
- 11. What does it mean hypermathematical?
- 12. Why can Page and Brin afford to bypass big Wall Street names?
- 13. Explain the following words:

to pioneer=

an ally =

outthink =

outflank=

to bypass =

14. What twin principles is Google based on?