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Authors@Google: Margery Krevsky

[Authors@Google: Margery Krevsky](#)

Sirens of Chrome includes dozens of photographs, programs, and posters culled from libraries, corporate files, and auto enthusiast portfolios, capturing decades of hot vehicles and torrid models. Discover whose body inspired the Rolls-Royce hood ornament or sit in a rumble seat with 1930s silver-screen goddess Joan Blondell. Gawk at the over-the-top opulence of the Somali leopard pelt-upholstered 1950 Cadillac Debutante, sing along with Dinah Shore while you See the U.S.A. in Your Chevrolet, or shake your head in wonder at the fur bikini-clad model atop a Soviet-built Lada. Enjoy the ride! Margery Krevsky co-founded Productions Plus in 1981, and the agency rapidly became one of the major players in selecting and training talent for auto shows. Instead of bowing to the prevailing demand for women in ball gowns and short shorts, Krevsky took a risk with Pontiac, and then other automakers, presenting the talent in sophisticated business attire. At her insistence, models became trained as product information specialists so they could entice customers with facts, not just T&A. Her knowledge of the fashion and talent industries — along with behind-the-scenes insights and personal anecdotes — make Sirens of Chrome all the more engaging. Productions Plus is based in the Detroit suburb of Bingham Farms, Michigan. Krevsky was also featured in a recent Detroit Free Press article discussing film growth in Michigan:

<http://www.freep.com/article/20091227/BUSINESS06/912270498/1019/Film-growth-in-Michigan?From:>

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http://www.youtube.com/watch?v=1fgJtIVfp_E&feature=youtube_gdata

Leading@Google: Daniel Pink

[Leading@Google: Daniel Pink](#)

Daniel H. Pink is the author of the long-running New York Times and BusinessWeek bestseller A WHOLE NEW MIND, as well as THE ADVENTURES OF JOHNNY BUNKO and FREE AGENT NATION. He has written for The New York Times, Harvard Business Review, Fast Company, and Wired, where he is a contributing editor. He has provided analysis of business trends for CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. He lectures to corporations, associations, and universities around the world on economic transformation and the new workplace. Pinks A WHOLE NEW MIND: Why Right-Brainers Will Rule the Future charts the rise of right-brain thinking in modern economies and describes the six abilities individuals and organizations must master in an outsourced, automated age. In addition to its long-running bestseller status it has been translated into 20 languages. THE ADVENTURES OF JOHNNY BUNKO: The Last Career Guide Youll Ever Need, was the first American business book in the Japanese comic format known as manga. Illustrated by award-winning artist Rob Ten Pas, this was one of the bestselling graphic novels of 2008 and the only graphic novel ever to become a BusinessWeek bestseller. The book is now being translated into 14 languages. Pinks first book, FREE AGENT NATION: The Future of Working for Yourself, was a Washington Post bestseller that Publishers Weekly says has become a cornerstone of employee-management relations. His newest work, DRIVE: The Surprising Truth About What Motivates Us will be published by Riverhead Books in January 2010. From 1995 to 1997 Pink served as chief speechwriter to Vice President Al Gore and has worked as an aide to U.S. Labor Secretary Robert Reich and in other positions in politics and government. He has a B.A., with honors, from Northwestern University, where he was elected to Phi Beta Kappa, and a J.D. from Yale Law School. Dan lives in Washington, D.C., with his family. From: [AtGoogleTalks](#) Views:1104 11ratingsTime:51:50More in [Science & Technology](#)

http://www.youtube.com/watch?v=IXrMbGloMTI&feature=youtube_gdata

Authors@Google: Gretchen Rubin

[Authors@Google: Gretchen Rubin](#)

A few years ago, I had an epiphany on the cross-town bus. I asked myself, What do I want from life, anyway? and I thought, I want to be happy, but I never spent any time thinking about happiness. I should do a happiness project! I realized. And so I have. My happiness project has convinced me that its possible to be happier by taking small, concrete steps in your daily life. In my book and on this daily blog, I write about what Ive learned as Ive test-driven the wisdom of the ages, the current scientific studies, and the lessons from popular culture. Plutarch, Samuel Johnson, Benjamin Franklin, St. Thérèse, the Dalai Lama, Oprah, Martin Seligman, I cover it all. Every Wednesday, I post a list of tips about how to be happier; every Friday, I propose a resolution for your happiness project; every Sunday, I post a quotation to get you thinking more deeply about happiness. Throughout the week, I write about my adventures as I work to be happier. More than 35,000 people subscribe to this blog and more than 26,000 get my monthly newsletter. The blog appears on Slate as well as the Huffington Post, Yahoo! Shine, Psychology Today, Intent.com and elsewhere, and I also post on RealSimple.com. I feel lucky to be connected in so many ways to people who share my interest in happiness. Im a bestselling writer who has published four books and written three unpublished novels, which are safely locked in a drawer. Before turning to writing, I started out in law. At Yale Law School, I was editor-in-chief of the Yale Law Journal, and I was clerking for Justice Sandra Day OConnor when I realized that I really wanted to be a writer. Raised in Kansas City, I live in New York City with my husband and two young daughters. My only hobbies are reading and writing, and helping other people to clean out their closets. Im left-handed, hopeless at sports, tone-deaf, a constant hair-twister, and afraid to drive. I talk to my parents and my sister all the time, and I live around the corner from my in-laws. From: [AtGoogleTalks](#) Views:980 12ratingsTime:28:32More in [Howto & Style](#)

http://www.youtube.com/watch?v=MBTlb8Jfjsc&feature=youtube_gdata

Authors@Google: Jeremy Rifkin

[Authors@Google: Jeremy Rifkin](#)

The Empathic Civilization is the first book to explore how empathetic consciousness restructures the ways we organize our personal lives, approach knowledge, pursue science and technology, conduct commerce and governance, and orchestrate civil society. The development of this empathetic consciousness is essential to creating a future where we think and behave like the whole world matter. Jeremy Rifkin is president of the Foundation on Economic Trends and the author of seventeen bestselling books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. One of the most popular social thinkers of our time, Rifkin is the bestselling author of *The European Dream*, *The Hydrogen Economy*, *The Age of Access*, *The Biotech Century*, and *The End of Work*. From: [AtGoogleTalks](#) Views:557 14ratingsTime:50:47More in [News & Politics](#)

http://www.youtube.com/watch?v=omVXo3qYSt0&feature=youtube_gdata

Authors@Google: Greg Bear

[Authors@Google: Greg Bear](#)

Greg Bear is the author of more than thirty books of science fiction and fantasy, including *Quantico*, *Blood Music*, *The Forge of God*, and *Darwins Radio*. Awarded two Hugos and five Nebulas for his fiction, one of two authors to win a Nebula in every category, Bear has been called the best working writer of hard science fiction by *The Ultimate Encyclopedia of Science Fiction*. His stories have been collected into an omnibus volume by Tor Books. Bear has served on political and scientific action committees and has advised Microsoft Corporation, the U.S. Army, the CIA, Sandia National Laboratories, Callison Architecture, Inc., and other groups and agencies. Please join us as Bear visits Google's Santa Monica office to discuss his latest book, *Mariposa*. From: [AtGoogleTalks](#) Views:452 3ratingsTime:33:51More in [Science & Technology](#)

http://www.youtube.com/watch?v=Bc18VBkCK60&feature=youtube_gdata

Authors@Google: Ramit Sethi

[Authors@Google: Ramit Sethi](#)

At last, for a generation that's materially ambitious yet financially clueless comes *I Will Teach You To Be Rich*, Ramit Sethi's 6-week personal finance program for 20-to-35-year-olds. A completely practical approach delivered with a nonjudgmental style that makes readers want to do what Sethi says, it is based around the four pillars of personal finance? banking, saving, budgeting, and investing?and the wealth-building ideas of personal entrepreneurship. As irreverent and entertaining as he is practical and wise, Sethi explains how to beat banks and credit cards at the fee game, automate your cash flow, negotiate for a raise, manage student loans, and enjoy your lattes and Manolo Blahniks by practicing conscious spending. It's how to master your money with the least amount of effort?and then get on with your life. From: [AtGoogleTalks](#) Views:516 5ratingsTime:46:53More in [Howto & Style](#)

http://www.youtube.com/watch?v=D8v7SbNkHA0&feature=youtube_gdata

Authors@Google: David Thomson

[Authors@Google: David Thomson](#)

David Thomson - called "without doubt, the greatest living film historian" by the LA Times - is the author of The New Biographical Dictionary of Film, a biography on Nicole Kidman, a novel co-written by Marlon Brando, and The Whole Equation: A History of Hollywood. He'll be talking about his latest "Great Stars" series that looks at the Hollywood backstories of Humphrey Bogart, Ingrid Bergman, Bette Davis, and Gary Cooper. From: [AtGoogleTalks](#) Views:302 3ratings Time:39:21 More in [Film & Animation](#)

http://www.youtube.com/watch?v=fRavO6E2Ihk&feature=youtube_gdata

Gemma Hayes - Musicians@Google-Dublin

[Gemma Hayes - Musicians@Google-Dublin](#)

Gemma Hayes is one of Ireland's most popular and critically acclaimed singer-songwriters. In the first of our 2010 Musicians@Google series, Gemma joins us to discuss her work and perform songs from her recently released 'Oliver' EP, as well as her 3 LPs 'Night On My Side', 'The Roads Don't Love You' and 'The Hollow Of Morning'. Where: Google European HQ - Dublin When: Thursday, January 14th 2010 at 1:00pm From: [AtGoogleTalks](#) Views:2155 38ratings Time:44:34 More in [Music](#)

http://www.youtube.com/watch?v=k15pMeksV6M&feature=youtube_gdata

Authors@Google: Larry Downes

[Authors@Google: Larry Downes](#)

While digital life races ahead, the rest of our life, from law to business, struggles to keep up. Business strategists, lawyers, judges, regulators, and consumers have all been left behind, scratching their heads, frantically trying to figure out what they can and cant do. Some want to bring innovation to a standstill (or at least to slow it down) through lawsuits and regulation so they can catch their breath. Others forge madly ahead, legal consequences be damned. In The Laws of Disruption, Larry Downes, author of the best-selling Unleashing the Killer App, provides an invaluable guide for these confusing times, exploring nine critical areas in which technology is dramatically rewriting the rules of business and life. The Laws of Disruption will help business owners and managers understand not only how to avoid being blindsided by customer rebellion, but also how to benefit from it. It will teach lawyers, judges, and regulators when to keep their hands off the system and it will show consumers the consequences of their digital actions. In the gap created by the Law of Disruption, golden opportunities await those who move quickly. Larry Downes visits Google's Mountain View, CA headquarters to talk about "The Laws of Disruption." From: [AtGoogleTalks](#) Views:422 1ratings Time:56:32 More in [Science & Technology](#)

http://www.youtube.com/watch?v=uWUPvT7Wh64&feature=youtube_gdata

Authors@Google: Vic Reeves

[Authors@Google: Vic Reeves](#)

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http://www.youtube.com/watch?v=0T3FuxkkHqw&feature=youtube_gdata

Authors@Google : Dan Gardner

[Authors@Google : Dan Gardner](#)

Dan Gardner talking about his book, "The Science and Politics of Fear". Dan will discuss a new way of thinking about the risks we take and the decisions we make in daily life. Having spoken to psychologists, economists and scientists, he throws light on our paranoia about everything from paedophiles and chemical contamination to suicide bombs and germs, and explains why the most significant threats we face are actually the mundane risks to which we pay little attention. Never has it been truer that you have nothing to fear but fear itself. Dan is a columnist and senior writer for the Ottawa Citizen newspaper, specializing in criminal justice and other investigative issues. From: [AtGoogleTalks](#) Views:1617 22ratingsTime:01:04:26More in [Entertainment](#)

http://www.youtube.com/watch?v=6buOrNLXlgg&feature=youtube_gdata

Authors@Google: Eric Qualman

[Authors@Google: Eric Qualman](#)

Author Eric Qualman visits Google's Boston, MA campus to discuss his book, "Socialnomics: How social media transforms the way we live and do business." This event took place on September 21, 2009 as part of the Authors@Google series. From: [AtGoogleTalks](#) Views:1990 5ratingsTime:32:46More in [Entertainment](#)

http://www.youtube.com/watch?v=m9T2ttlEDf4&feature=youtube_gdata

Authors@Google: Rick Steves

[Authors@Google: Rick Steves](#)

Join the travel expert--acclaimed for his bestselling guidebook series, public television series, and public radio shows--as he shares all the latest in smart European travel. Freshly back from lots of travels, Rick Steves explains the practical, money-saving ins and outs of independent travel. His 60-minute seminar is packed with tips on getting the most out of every mile, minute, and dollar on your next trip. Rick Steves, PBS-TV host and author of 30 guidebooks including the travel skills handbook, Europe through the Back Door, shares lessons he's learned from a lifetime of travel. His entertaining, information-packed one-hour slideshow lecture will teach you all the latest on stretching your travel dollar, avoiding crowds, packing smart, and eating and sleeping well. When he's ripped off on the road, he celebrates, happy to go home and teach his traveling students about the latest scam. Learn from his mistakes rather than your own. After spending a third of his adult life living out of a rucksack in Europe, Rick knows exactly how you can enjoy maximum travel thrills for every mile, minute, and dollar in your next adventure. Rick Steves visits Google's Mountain View, CA headquarters as part of the Authors@Google series. From: [AtGoogleTalks](#) Views:6134 45ratingsTime:01:09:57More in [Travel & Events](#)

http://www.youtube.com/watch?v=gRGPfcrfVT8&feature=youtube_gdata

Authors@Google: Stephen Elliott

[Authors@Google: Stephen Elliott](#)

Stephen Elliott visits Google's San Francisco office to present his book "The Adderrall Diaries". This event took place on December 15, 2009, as part of the Authors@Google series. In the spring of 2007, a brilliant computer programmer named Hans Reiser stands accused of murdering his estranged wife, Nina. Despite a mountain of circumstantial evidence against him, he proclaims his innocence. The case takes a twist when Ninas former lover, and Hanss former best friend, Sean Sturgeon, confesses to eight unrelated murders that no one has ever heard of. At the time of Sturgeons confession, Stephen Elliot is paralyzed by writers block, in the thrall of Adderall dependency, and despondent over the state of his romantic life. But he is fascinated by Sturgeon, whose path he has often crossed in San Franciscos underground S&M scene. What kind of person, he wonders, confesses to a murder he likely did not commit? One answer is, perhaps, a man like Elliotts own father. So begins a riveting journey through a neon landscape of false confessions, self-medication, and torturous sex. Set against the backdrop of a nation at war, in the declining years of the Silicon Valley tech boom and the dawn of Paris Hiltons celebrity, The Adderall Diaries is at once a gripping account of a murder trial and a scorching investigation of the self. Tough, tender, and unflinchingly honest, it is the breakout book by one of the most daring writers of his generation.From:[AtGoogleTalks](#)Views:3145 10ratingsTime:44:40More in[Entertainment](#)

http://www.youtube.com/watch?v=UOHfKmrl_vc&feature=youtube_gdata

Authors@Google: Jennifer Jordan

[Authors@Google: Jennifer Jordan](#)

Author, filmmaker, and screenwriter Jennifer Jordan visits Google's Mountain View, CA headquarters to discuss "Women of K2" which she wrote and produced for the National Geographic Channel. This event took place on November 12, 2008.From:[AtGoogleTalks](#)Views:3467 9ratingsTime:49:07More in[Entertainment](#)

http://www.youtube.com/watch?v=edRhQq4kIB4&feature=youtube_gdata

Musicians@Google: Tony Fletcher

[Musicians@Google: Tony Fletcher](#)

The Musicians@Google program welcomed Tony Fletcher to Google's New York office to discuss his book, "All Hopped Up and Ready to Go: Music from the Streets of New York". "The book starts with Cubop/Jazz, continues through the Brill/Music building era around the time of World War II, continues on to Teenage, Folk, Rock 'N' Roll, Psychedelic, right on through to the beginning of the punk era in 1977. Investigations abound, into things such as: how the music industry changed once recorded music became the "norm" (vs. live music), Phil Spector, the West Village and the "Cafe" scene of the early 60's, the East Village, the West Village, the competitiveness of jazz venues in the 30's and 40's, and basically everything about music in New York within its 50-year purview." This event took place on November 13, 2009.From:[AtGoogleTalks](#)Views:678 1ratingsTime:01:01:35More in[Music](#)

http://www.youtube.com/watch?v=grLJx_B5bcA&feature=youtube_gdata

Authors@Google: Ben Huh

[Authors@Google: Ben Huh](#)

Internet media entrepreneur Ben Huh visits Google's Mountain View, CA headquarters to talk about the book Fail Nation, and the user-generated content phenomenon. This event took place on October 23, 2009.From:[AtGoogleTalks](#)Views:1723 17ratingsTime:38:12More in[Entertainment](#)

http://www.youtube.com/watch?v=qzu9xWh4OK4&feature=youtube_gdata

Musicians@Google: OneRepublic

[Musicians@Google: OneRepublic](#)

OneRepublic visits Google's Mountain View, CA headquarters as part of the Musicians@Google series. From: [AtGoogleTalks](#) Views:2199 33ratingsTime:50:39More in [Music](#)

http://www.youtube.com/watch?v=ANU4-sqXAGc&feature=youtube_gdata

Leading@Google: Michael Lee Stallard

[Leading@Google: Michael Lee Stallard](#)

What work environment makes everyone perform to the best of their ability? Michael Lee Stallard lays out the six universal needs to thrive and the work environment that research has shown helps people and organizations achieve superior performance for sustained periods of time. Sharing knowledge integrated from research in multiple fields including organizational behavior, psychology, neuroscience, sociology, and history, and stories of great leaders as well as his personal experiences, Michael describes The Connection Culture. Guy Kawasaki recently wrote that Michael's Connection Culture manifesto is a must read to help leaders understand how to gain competitive advantage; award-winning journalist William J. Holstein (The New York Times, Business Week) wrote that Michael's ideas reflect great wisdom; and Darden Business School Associate Dean Marian Moore wrote Michael's presentation was powerful the buzz among the students was fantastic. Michael is president of E Pluribus Partners, a leadership training and coaching firm. He is the primary author of the bestselling book Fired Up or Burned Out and The Connection Culture manifesto on ChangeThis.com. Michael has diverse experience having worked in investment banking, marketing and finance at organizations including Morgan Stanley, Barclays PLC and Texas Instruments. He is a guest lecturer on leadership, productivity and innovation at the University of Virginia's Darden Graduate School of Business and the Center for Creative Leadership. Michael Lee Stallard visits Google's Mountain View, CA headquarters as part of the Authors@Google series. From: [AtGoogleTalks](#) Views:1795 9ratingsTime:48:43More in [People & Blogs](#)

http://www.youtube.com/watch?v=UeZ-AAHXkL0&feature=youtube_gdata

Authors@Google: Scott Berkun

[Authors@Google: Scott Berkun](#)

Scott Berkun is the best selling author of "The Art of Project Management", "The Myths of Innovation", and "Making Things Happen". His work as a writer and public speaker have appeared in the Washington Post, New York Times, Wired Magazine, Fast Company, Forbes Magazine and other media. He has taught creative thinking at the University of Washington and has been a regular commentator on CNBC, MSNBC and National Public Radio. His many popular essays and entertaining lectures can be found for free on his blog at www.scottberkun.com Scott Berkun visits Google's Mountain View, CA headquarters to discuss "Confessions of a Public Speaker" as part of the Authors@Google series. From: [AtGoogleTalks](#) Views:2128 13ratingsTime:48:45More in [People & Blogs](#)

http://www.youtube.com/watch?v=yhA04D_xfp8&feature=youtube_gdata

Authors@Google: Gregory Mone

[Authors@Google: Gregory Mone](#)

Gregory Mone presents his book "The Truth about Santa: Wormholes, Robots, and What Really Happens on Christmas Eve" "We all know Santa Claus: fat, jolly, omniscient, swift. Lives in a nice home in the Arctic, with the missus and a pack of elves. Well, forget what you know. Santa Claus is from Greenpoint, Brooklyn, as it turns out, and hes not as fat as he used to be. Heres something else you didnt know: hes been dabbling in some futuristic technology, and has found myriad ways to make his job possible. How can Santa know whos been naughty and nice? Simple: implant listening devices into your ornaments. How can he make it to every house Christmas Eve? Thats nothing a little cloning and some wormholes cant solve. And he has plenty of other tactics: quantum entanglement, organ replacement, drug-induced hibernation, and unmanned aerial vehicles, to name just a few. In this fantastically illustrated, affectionate, and hilarious book, Gregory Mone uses science and technology to overturn the assumption that Santa cant be real. Drawing on the work of accomplished scientists and researchers, Mone gives us a whole new portrait of this remarkable man and the miracles he makes happen every year. With imaginative artwork and an eye-catching package, this book makes an outstanding Christmas gift for just about anyone. Gregory Mone visits Google's Cambridge, MA offices as part of the Authors@Google series. From: [AtGoogleTalks](#) Views:1888 2ratingsTime:37:09 More in [People & Blogs](#)

http://www.youtube.com/watch?v=ozfIA5G46pM&feature=youtube_gdata

Authors@Google: Cherie Blair

[Authors@Google: Cherie Blair](#)

Cherie Blair is a barrister and part-time judge whose focus is on public law, human rights, employment and European Community law. She passed her Bar examinations in 1976, and was called to the Bar that year. She has worked as a barrister in several different courts in the UK (including the House of Lords) but also at the European Court of Justice and in Commonwealth Countries around the world. She was appointed a Queens Counsel in 1995. She is also the wife of the Rt Hon Tony Blair, Prime Minister of the UK between 1997-2007; they have four children. She is a regular contributor to a number of journals including The Times and Time Magazine. In addition, she lectures on domestic violence, womens and childrens rights and health. She is based at Matrix Chambers, which she set up with 21 other barristers in 2000. Her autobiography, Speaking for Myself, was published in May 2008. The book gives insight into her Liverpool childhood, the masculine-dominated legal world of the late 70s, bringing up children in 10 Downing Street, her relationship with her husband and a great deal more. From: [AtGoogleTalks](#) Views:1844 10ratingsTime:01:01:49 More in [People & Blogs](#)

http://www.youtube.com/watch?v=-Pe_kXNhpsU&feature=youtube_gdata

Authors@Google: David Chang

[Authors@Google: David Chang](#)

The Authors@Google program welcomed David Chang, chef and owner of Momofuku Noodle Bar, Ssam Bar, Ko, and Bakery & Milk Bar to Google's New York office to discuss his first book, "Momofuku". "David Chang has been honored with many awards, including Food & Wine's Best Chef 2006, Bon Appetit's Best Chef of the Year 2007, one of GQ's Men of the Year 2007, and James Beard Awards for Rising Star Chef 2007 and Best Chef New York City 2008." This event took place on November 16, 2009. From: [AtGoogleTalks](#) Views:3998 23ratingsTime:55:22 More in [People & Blogs](#)

http://www.youtube.com/watch?v=mmeJMK6PfX0&feature=youtube_gdata

Policy@Google: Dr. Ronald Deibert

[Policy@Google: Dr. Ronald Deibert](#)

During this talk, Dr. Ron Deibert, director of the Citizen Lab at Toronto University and the Open Net Initiative presents a recently completed global survey of more than 45 countries that censor online. The presentation begins with aggregate global trends and then goes into deep dives on specific policy and technology practices. From: [AtGoogleTalks](#) Views:1511 10ratingsTime:44:14More in [News & Politics](#)

http://www.youtube.com/watch?v=BWMn7RzdIX0&feature=youtube_gdata

Authors@Google: Ken Auletta

[Authors@Google: Ken Auletta](#)

The Authors@Google program welcomed Ken Auletta to Google's New York office to discuss his book, "Googled: The End of the World As We Know It". Ken Auletta has written The New Yorker's Annals of Communications column since 1992 and is the author of "Three Blind Mice", "World War 3.0: Microsoft and its Enemies" and "Media Man: Ted Turner's Improbable Empire" among other books. This event took place on November 20, 2009. From: [AtGoogleTalks](#) Views:1367 16ratingsTime:51:03More in [Education](#)

http://www.youtube.com/watch?v=qVMFdsfTzb0&feature=youtube_gdata
