

The Great Company Adventures • Book 43 of 50

GOOGLE THE LIBRARY WITH NO WALLS

A curious girl, three wise mentors, and the empty little box that quietly reads the whole world for you.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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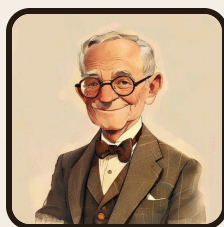
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



IRIS

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE BOX THAT WAITS

Midnight. Homework: unfinished. And Grandpa Ben's brass compass? Spinning like crazy.

SPIN

The needle stopped. Pointing at... an empty white rectangle. A blinking cursor. Nothing else.

YOU? You're an empty BOX!

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Time to meet the businesses that built the modern world. Start with the library that has no walls."

★ WORTH REMEMBERING

Type any question. Half a second later: an answer, chosen from more pages than any human could read in a thousand lifetimes. Nobody wrote your answer in advance. So... **who reads the whole world for you?**

The screen rippled. A whirlpool of blue light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🔍

- ① How can an EMPTY box know everything?
 - ② It answers faster than I can blink. And it never asks me for money.
- Suspicious. 🤔

A LIBRARY WITH NO WALLS



She landed in a library. Shelves curved up into open sky. No walls. No ceiling. No end.

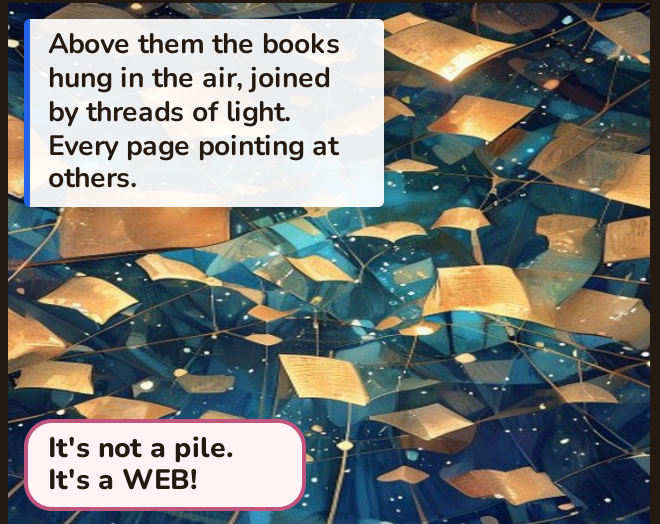
A young engineer looked up from a card drawer. *"I'm Iris. I help this library answer questions."*

How many books IS this?

Hundreds of billions. And growing tonight.

Above them the books hung in the air, joined by threads of light. Every page pointing at others.

It's not a pile. It's a WEB!



★ WORTH REMEMBERING

The web is just pages that **link** to each other. A link is a door. Follow enough doors and you can walk from a cake recipe to a photo of Saturn — without anyone planning that route. 🌐

📖 SIRI'S SECRET NOTEBOOK

Not a library — a WEB. Hundreds of billions of pages, all pointing at each other with links. 🕸 Iris says the trick isn't storing it. It's FINDING things. First puzzle: who reads them all?

THE SPIDERS THAT NEVER SLEEP

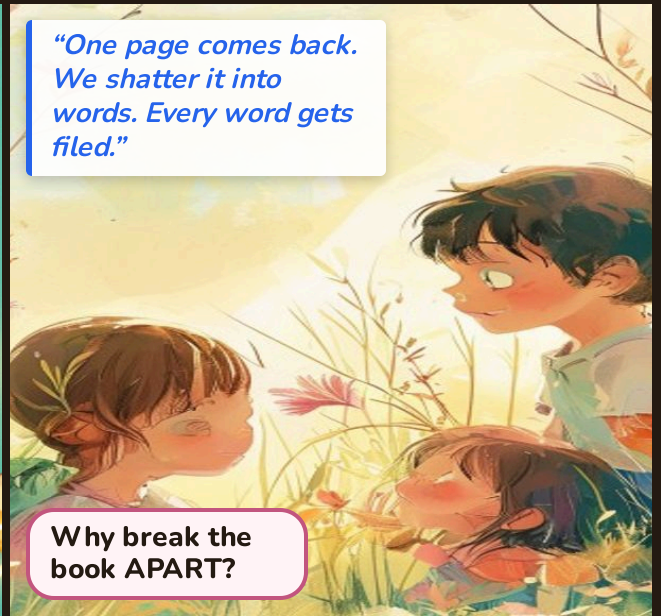
3a Reading the whole world

"Meet the crawlers," said Iris. Tiny tireless walkers, following every link, copying every page.



You have SPIDERS?!

"One page comes back. We shatter it into words. Every word gets filed."



Why break the book APART?

One drawer read *"volcano"*. Inside: a card listing every page that ever used the word.



So you look up the WORD, not the book!

★ WORTH REMEMBERING

This is an **inverted index**. A normal book has an index at the back. Here the whole library is turned inside-out: word first, pages second. That's why searching a hundred billion pages takes less time than a sneeze. 🤧

"Ask for two words? Pull both cards. Keep only the pages on BOTH."



Like overlapping two lists!

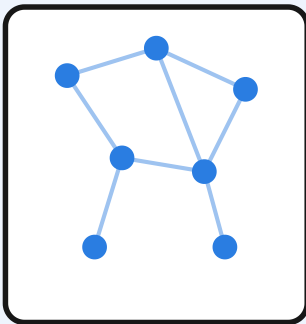
Millions of pages, in a blink.

★ WORTH REMEMBERING

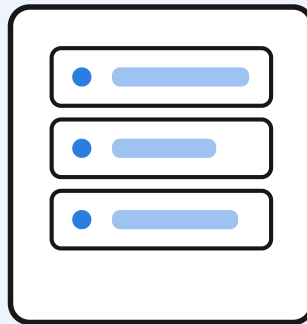
Try it yourself with a book index: look up 'moon' and 'tide', then find page numbers on both lists. You just did by hand what search does a billion times a second. Same idea. Bigger drawers. 📖



HOW A SEARCH FINDS YOU



CRAWL
spiders copy pages



INDEX
word first, pages after



RANK
trusted votes win



SIRI'S SECRET NOTEBOOK

- ① Crawlers copy pages, forever. 🕷️
- ② Pages get shredded into WORDS, filed word-first (inverted index!).
- ③ Two words = two cards = overlap. Fast because the work was done BEFORE I asked. 📅

WHOSE ANSWER IS BEST?

"Now the hard part," said Iris. "A million pages match. Which one goes first?"

"Old idea, borrowed from scientists: a link is a VOTE. If a page links to you, it's saying you're worth reading."

Just... pick a good one?

Define 'good'. That's the whole puzzle.

Popularity contest!

★ WORTH REMEMBERING

But there's a twist that changed everything: **not all votes count the same**. A vote from a page that itself gets many votes counts more. Importance flows through the web like water finding its level. 💧

"And some pages cheat. Stuff a page with words, buy fake votes, wear a paper crown."



So you're librarians AND detectives?

★ WORTH REMEMBERING

Every ranking rule invites tricksters. So the rules keep changing, and thousands of trained people test real searches and score the answers. **Nobody 'decides' the order by hand** — but humans decide what 'good' means. 🔍

📖 SIRI'S SECRET NOTEBOOK

Links = votes. Votes from important pages count MORE. Cheaters try to fake votes; rules keep changing. Big idea: don't ask which page SHOUTS loudest. Ask which one others TRUST. 📖

HALF A SECOND AROUND THE WORLD

Iris opened a plain grey door. Behind it: a corridor of humming machines, blinking to the horizon.

"One machine could never hold the index. So we slice it into thousands of pieces — and ask them ALL at once."

This is INSIDE the box?!

A thousand readers, one question!

★ WORTH REMEMBERING

The trick isn't speed. It's **splitting**. A thousand machines each search a thousandth of the library, then hand up their best. Answer time: about a fifth of a second — **faster than you blink**. 🧐

"And your question doesn't travel by wire. It travels as light, inside glass thinner than a hair."

ZZZAP

"We keep copies of everything in several buildings. A storm eats one? Nobody notices."

My question is a BEAM?!

Why bother?

Because 'usually works' is not an answer.



SIRI'S SECRET NOTEBOOK

One question → sliced across thousands of machines → answers merged → back in ~0.2 sec, riding light through glass. Copies everywhere so nothing ever goes dark. ⚡

THE FOUNTAIN AND THE STALLS

"Wait," said Siri. "This costs billions. And nobody paid me a cent." Iris grinned and pointed at a fountain.



Free water...
surrounded by
SHOPS.

"When you search for hiking boots, shops bid — in a hidden auction — to show you a marked advert. It takes a heartbeat."



An AUCTION? In
half a second?!

★ WORTH REMEMBERING

That's the whole business: the answers stay free, and businesses pay to appear beside searches where someone is already shopping. Adverts must be **labelled**. If ads ever beat the real answers, the crowd leaves — and the stalls follow. 🏛️

"More people searching means more shops bidding. More money means better search. Round and round."



The bridge grows as people cross it!

★ WORTH REMEMBERING

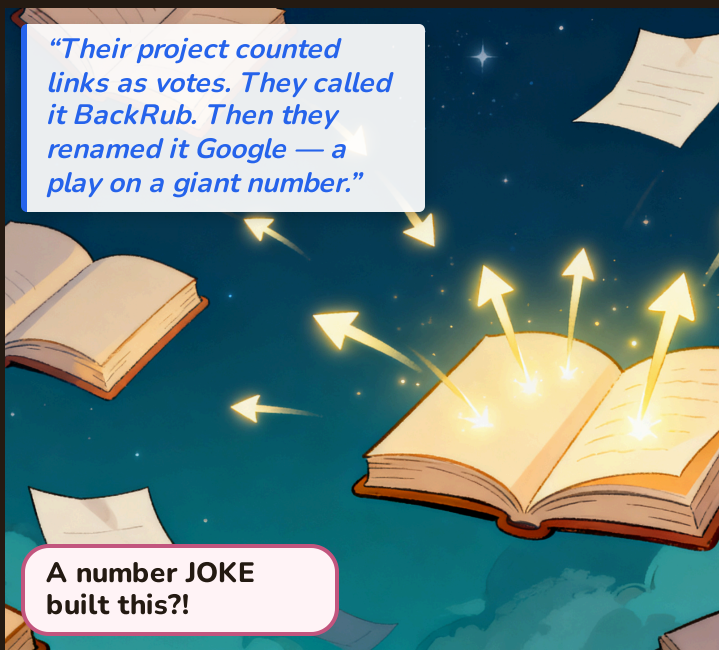
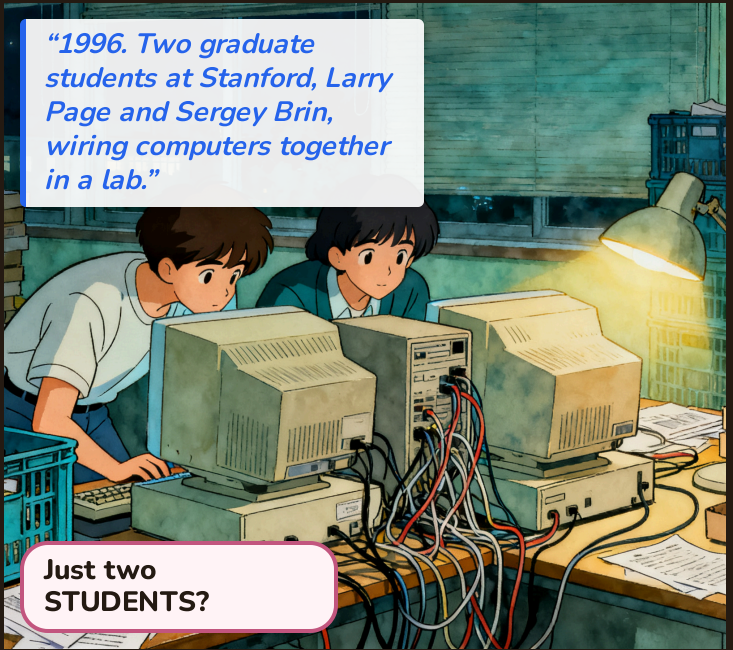
Careful, though — this is the part grown-ups argue about. A free service is never really free: you pay with **attention**, and with clues about what you want. Knowing that is part of being the master of your tools. 🧠

📖 SIRI'S SECRET NOTEBOOK

Why free? Because the CROWD is the treasure. Shops bid to stand near it. Rule: the fountain must stay honest or the crowd walks away. And I'm paying with attention.

Noted. 💧

TWO STUDENTS AND A BORROWED GARAGE



★ WORTH REMEMBERING

The bravest choice came early: a plain white page with one box, while every rival crammed their front page with news, weather and adverts. **Saying no** to clutter was the product. It still is. 💖

Then it spread — mail, maps, video, phones. In 2015 they built a parent company and named it Alphabet.



One box grew into a whole ALPHABET!



THE STORY IN TIME

1996

Two Stanford students build a link-counting project called BackRub.

1998

Google is founded — and moves into a rented garage.

2000

Adverts arrive: small, labelled, beside the results.

2004

Gmail launches with a then-unheard-of amount of storage.

2005

Maps, and a small phone project called Android.

2006

YouTube joins the family.

2008

Chrome, a browser built for speed.

2015

Alphabet is created as the parent company.

2016

Google designs its own AI chips for its data centers.

Today

Billions of searches every single day. 🔍

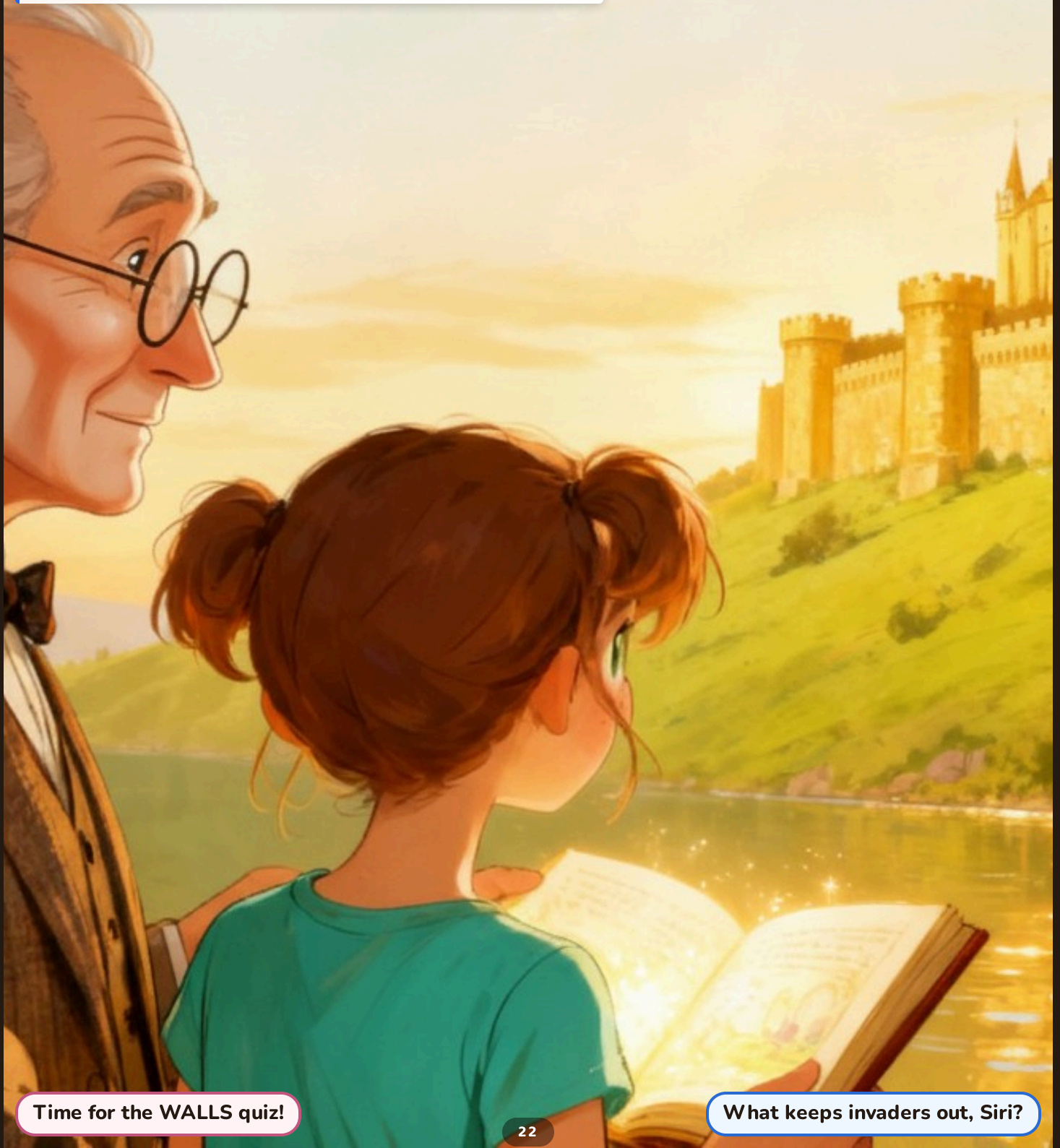


SIRI'S SECRET NOTEBOOK

GOOGLE. 1996 student project → 1998 garage
→ white page, one box → mail, maps, video,
phones → Alphabet (2015). Their weirdest
weapon: an EMPTY page. 🤪

THE CASTLE WITH NO WALLS

A warm glow. A smell of cherry cola. Warren and Charlie, the partners from Omaha, before a shining castle.



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Head Start

Twenty-five years of crawling, indexing and testing. A rival must build the whole library before answering one question.



Wall Two: It Learns From Use

Billions of searches a day show what people click and what disappoints them. More use, better answers, more use.



Wall Three: The Doors It Owns

Browser, phone system, maps, video. Most people never choose a search engine — they use whatever the door opens onto.



Wall Four: Its Own Machines

Google builds its own data centers, cables and AI chips. Serving a question costs it far less than it would cost a newcomer.



The Cracks in the Castle

Rule-makers challenge the paid doors. Almost all the money comes from adverts. AI assistants may answer without anyone clicking a link. And trust, once lost, is nearly impossible to win back.

Charlie tapped his glasses. *"My trick: don't ask how to WIN. Ask what would DESTROY it. Then don't do that. Invert, always invert."*



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's checklist for ruining a search engine: let adverts crowd out honest answers. Get slow. Lose people's trust with their private information. Defend the old box while the world moves to a new one. Now — never do those. 

Warren raised his cola. *"I like businesses people would hate to live without. Ask yourself: could a rival buy this with money alone?"*



So the treasure isn't the box. It's the WALLS.

SIRI'S SECRET NOTEBOOK

Walls: head start 📚 + learns from use 🔄 + owns the doors 🚪 + own machines 🏗️. Cracks: rule-makers, one money source, AI answers, trust. Charlie: INVERT. Warren: buy walls, not gadgets. 🏠

THE NEXT THIRTY YEARS

"Last question," said Iris.
 "What is this in thirty
 years?" A street of
 tomorrow: helpers that
 answer aloud, signs that
 translate themselves.



Maybe there's no
 BOX at all!

On a rooftop at dusk, Siri
 thought it through the way
 Grandpa taught her.



Don't bet on the
 box. Bet on the
 NEED.

★ WORTH REMEMBERING

The visible currents: assistants that answer in sentences instead of lists. Search by camera or by voice. Answers that must show their sources — because a confident wrong answer is worse than none. The **need** to find out is forever. The shape is not. 🌟

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: talking assistants, camera search, answers that must PROVE it. Rule: bet on needs, not shapes. (Also: still doing my own homework. Mostly.) 😊

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time."

At breakfast the laptop sat beside the milk. Crawlers. Word drawers. Votes. A thousand machines. Light in glass.

You're not an empty box. You're a **WHOLE PLANET** reading.

She hugged the diary tight. Somewhere far away, an endless library caught the morning sun.

Show me the next one, Grandpa. 🧡

★ WORTH REMEMBERING

Next unlock, feel it: spiders that never sleep — a library turned inside-out — links counted as votes — a thousand machines answering as one, in less time than a blink. An empty box is no longer an empty box. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK • WHAT I LEARNED

- ① The web = pages joined by links.
- ② Crawlers copy it; the index files it word-first.
- ③ Links are votes; trusted votes count more.
- ④ Speed comes from splitting, not rushing.
- ⑤ Free answers, paid stalls — keep the fountain honest.
- ⑥ White page, one box: saying no IS the product.
- ⑦ Invert! And buy walls, not gadgets. 🧡



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

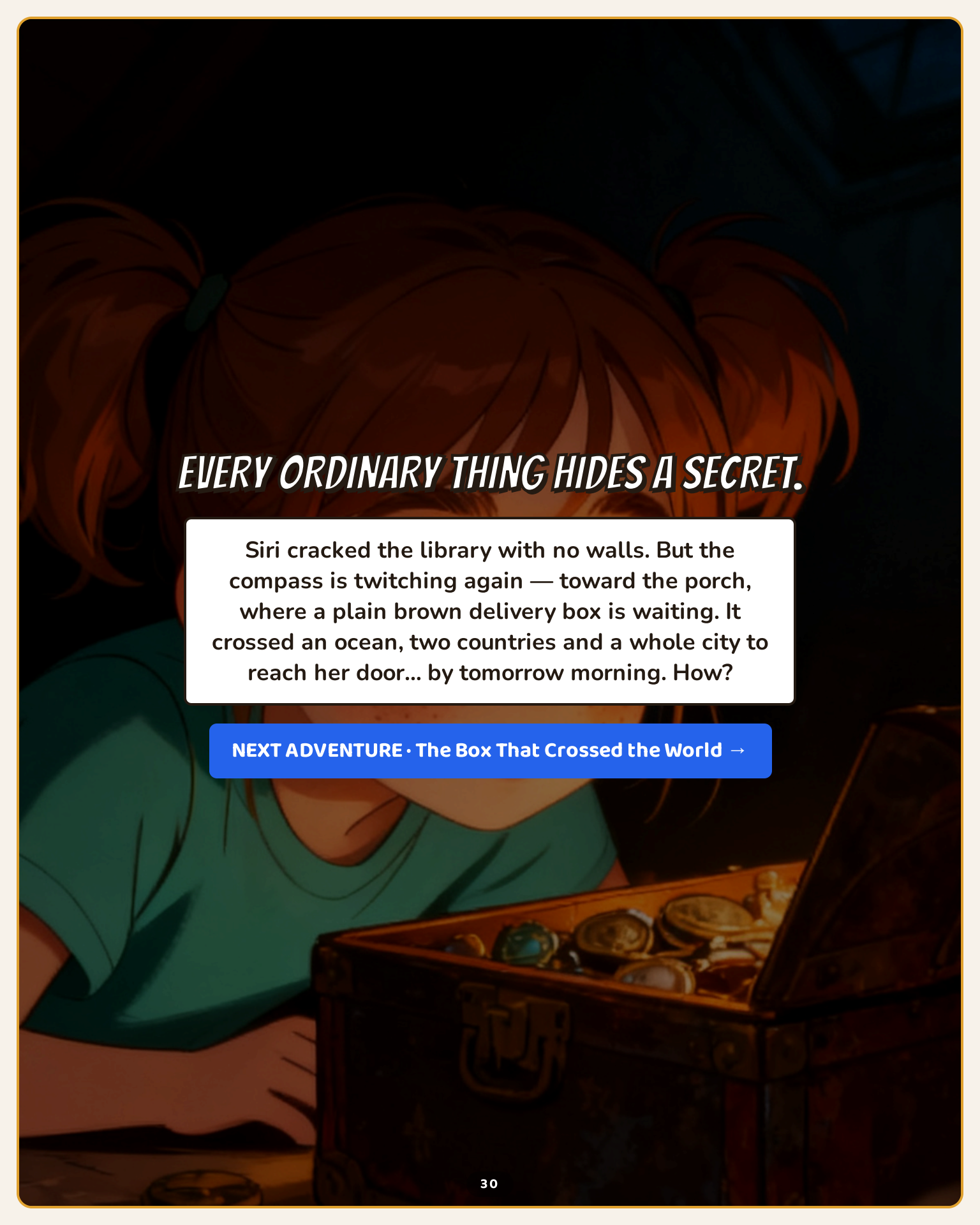
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

A girl with red hair in pigtails, wearing a green shirt, is looking into an open wooden treasure chest filled with gold coins and jewels. The scene is dimly lit, with a warm, orange glow emanating from the chest.

EVERY ORDINARY THING HIDES A SECRET.

Siri cracked the library with no walls. But the compass is twitching again — toward the porch, where a plain brown delivery box is waiting. It crossed an ocean, two countries and a whole city to reach her door... by tomorrow morning. How?

NEXT ADVENTURE • The Box That Crossed the World →