

99 學年度 經營管理碩士在職專班 (MBA) 入學考試

科目 管理概論 科目代碼 0202 共 2 頁第 2 頁 *請在【答案卷卡】內作答

四、

You can use either English or Chinese in answering this question. (25%)

中文或英文回答均可，不影響分數。

Starting from 2004, Google has embarked on a so-called Google Book Search project. In this project, Google collaborated with major libraries to scan their books into digitized formats and stored them in Google's database for people to search. In doing so, Google may one day become the Library of the World. However, because Google failed to obtain permission or agreements from all publishers and authors first, the Association of American Publishers (AAP), the principal trade association of the U.S. book publishing industry, filed a lawsuit against Google for possible infringement of copyrights. In Oct. 2008, they reached a settlement agreement, in which Google was asked to pay the copyright owners US\$ 125 Million, while continues to offer free services for search on partial content, and paid services for viewing an entire book or printing.

Given the development above, please answer the following questions.

- (a) What are the reasons for you, as an author of a book, to support Google Book Search project? What are the reasons for you to oppose Google Book Search project?
- (b) Now, suppose you are the CEO of Amazon.com, the largest online book store, what are the possible threats from this Google Book Search project? What would you do to reduce the negative impacts of the threat?