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TWO CASE ALUMS FEATURED IN NEW BOOK ON TRAILBLAZING TECH COMPANIES

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CLEVELAND - Two prominent Case School of Engineering graduates, Craig Newmark and Paul Buchheit, are featured in a new book that offers valuable insight into the entrepreneurial process. The book, titled *Founders at Work: Stories of Startups' Early Days*, examines the early days of various technology-based start-up companies through interviews with their founders and early employees.

Newmark (BS '75, MS '77) is the founder of craigslist.org, one of the top U.S. Web sites with roughly 5 billion page views per month. The site features a wide variety of postings-including notices for jobs, housing, personals, services, events and much more-for more than 400 cities worldwide. Newmark, who has remained a fierce proponent of keeping the Internet as free as possible, describes craigslist as an online community. All listings are free, except for help wanted ads in select cities and paid broker apartment listings in New York City.

Buchheit (BS/MS '98) was the 23rd employee of Internet search giant Google and the lead creator of the company's extremely popular web-based e-mail program, Gmail. While Google is well known for its mission statement, "To organize the world's information and make it universally accessible and useful" it may be better known for its corporate motto, "Don't be evil," suggested by Buchheit at a 2000 corporate ethic meeting.

Published by Friends of ED, *Founders at Work: Stories of Startups' Early Days* was written by Jessica Livingston, a founding partner at Y Combinator, a seed-stage venture firm. She was previously vice president of marketing at investment bank Adams Harkness. Other interview subjects include Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal) and Mike Ramsey (TiVo).

About the Case School of Engineering

A world-class engineering research institution with premier educational programs, the Case School of Engineering is committed to education beyond the classroom, research across disciplines and relationships around the world. Wherever they go, Case faculty, students and alumni consistently lead their fields and benefit society. For more information, visit www.engineering.case.edu.

