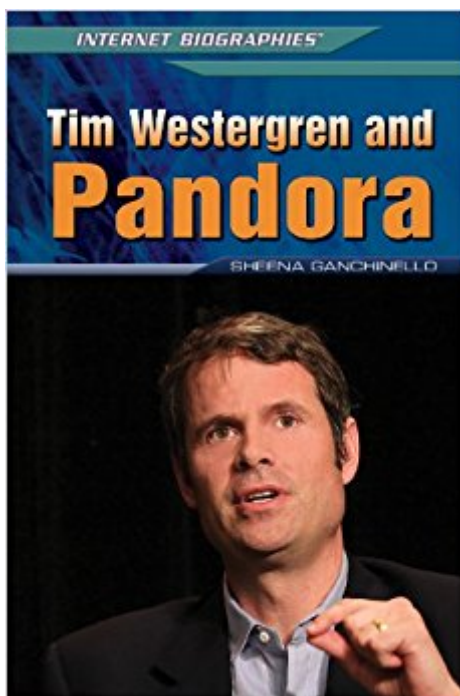


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Tim Westergren And Pandora (Internet Biographies (Rosen))



Synopsis

The brainchild of founder Tim Westergren, Pandora Internet Radio is a Web-based service that provides a unique, personalized music stream to each listener. Utilizing a wealth of information supplied to a database by trained music analysts, Pandora responds to listeners' musical tastes, playing songs that share characteristics with their favorite songs or artists. This title tells the fascinating story of how Westergren's innovative company developed out of his personal interests and experiences. Enhanced with sidebars, fact sheets, and a timeline, it details Westergren's journey in bringing Pandora from concept to reality in the digital marketplace.

Book Information

Series: Internet Biographies (Rosen)

Library Binding: 128 pages

Publisher: Rosen Classroom (July 15, 2013)

Language: English

ISBN-10: 144889526X

ISBN-13: 978-1448895267

Product Dimensions: 9.1 x 6.1 x 0.5 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #3,914,329 in Books (See Top 100 in Books) #73 in [Books > Teens > Education & Reference > Science & Technology > Computers > Internet](#) #80 in [Books > Teens > Art, Music & Photography > Performing Arts > TV & Radio](#) #232 in [Books > Children's Books > Computers & Technology > Internet](#)

Age Range: 12 - 17 years

Grade Level: 7 - 12

Customer Reviews

The titles in the Internet Biographies series feature people who are far from household names, but the Internet businesses they began should be very familiar to a young adult audience. Aside from a few pages covering the early life of each entrepreneur, the books are devoted to each subject's professional ups and downs in beginning and running their companies, with little attention to their personal lives. Tim Westergren and Pandora has an especially lively conversational style and does a good job of helping readers understand the issues facing the Internet radio station. Each book includes color photographs and sidebars on related topics and

concludes with a fact sheet with biographical information and a thorough time line. While not the most exciting reads, these succeed in showing how ordinary people can take a good idea and turn it into a business used by people all over the world. Grades 7-10. --Susan Dove Lempke

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