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Wimpy Google And Michael Jackson: Birds Of A Feather

By Dean Phillips

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Google Inc. is suing a Houston-based company for allegedly clicking on sponsored links to fraudulently boost advertising revenues.

Google filed a lawsuit two weeks ago in Santa Clara County Superior Court in California against Auctions Expert International LLC. Google is accusing Auctions Expert of abusing the Google AdSense program, in which web publishers display Google's pay-per-click ads and receive a share of the revenues.

Auctions Expert joined AdSense in August 2003, according to the lawsuit. Google later discovered the alleged misconduct, terminating the contract between the companies and refunding advertisers, Google's complaint states.

"These clicks were worthless to advertisers but generated significant and unjust revenue for Defendants who were paid by Google as if the clicks were legitimate," the lawsuit states.

Google is seeking an unspecified amount of damages and restitution for the revenue-share payments it had made to Auctions Expert, according to the lawsuit.

Google spokesman Steve Langdon said that the Mountain View, Calif., company uses fraud detection technology to combat click fraud and protect advertisers.

"This lawsuit against Auctions Expert demonstrates the success of our anti-fraud system and that we will take legal action when appropriate," he said in a statement.

Talk about your all-time wimpy statements. I'm not impressed. All Google did was exercise its right to file a lawsuit. The same right any of us have. Somebody shoot off the fireworks. Woo hoo! That's some scary stuff right there!

I'm still waiting for Google to flex its considerable muscle. I want to hear a powerful statement from a powerful company. Something to the effect:

"Nothing is more important to us than our customers. They helped make us who we are today, and we will not let them down. We are determined to meet and defeat click fraud head on—no matter how long it takes or how much it ultimately costs!"

But it will never happen. Why? Because despite its considerable power, Google is a lot like Michael Jackson in some ways. Let me explain:

At one time Michael Jackson was the biggest, most powerful star on the planet. However, as we soon discovered, he was also a wimp who was out of touch with reality.

I view Google the same way. Google is the biggest, most powerful search engine on the planet. But the way it's handling click fraud is wimpish and shows it's out of touch with reality also. These are criminals we're talking about here. They're not afraid of a silly lawsuit.

Google needs to get with the program and develop a "gangsta" attitude. Hold a worldwide press conference and tell these punk click fraud thieves in no uncertain hip hop terms:

"Yo, dog, let me holla at you for a second. We are Google, yo. We are the biggest, baddest, most powerful search engine on the planet, yo. Peep this: Do NOT steal from us or our homey's, fool. Me and my posse have the means, the resources and the resolve to hunt you down like the punks you are 24, 7 and bust a cap in your ass! Peace...we out!"

Vincent Price's Ultimate Horror!

By Stephen Schochet

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Vincent Price was always of two minds about his horror movie career. On the one hand it was a way for an actor to age and keep working. But the gourmet cook and art collector often felt that these films were beneath him.

Always looking for extra publicity the Saint Louis born thespian pulled many stunts to get attention for his films. One time he went to the Hollywood Wax museum and disguised himself as his wax dummy likeness. Standing motionless with a hypodermic syringe he would wait patiently for unsuspecting people to watch by, and startle them by reaching out and squirting them with water.

Vincent 's ultimate horror involved the world's most famous pop star. He was thrilled to be hired by

Michael Jackson to record the narration for the song Thriller. He agreed to do it for a small fee. But when Thriller became the greatest hit of all time he wanted more money. Michael Jackson refused to compensate him and Price was furious.

About 8 years later Vincent was sitting around his house quietly watching TV, not feeling well under a blanket to keep him warm. The TV show Hard Copy came on. There was a segment about Michael Jackson and a little boy. Vincent shocked the household suddenly shouting, " Oh my god! Oh my God!" His wife Coral came running into the living room, "Vincent, what's the matter?"

The Old man pointed at the TV, " He's doing to the little boy what he did to me!"

Stephen Schochet is the author and narrator of the audiobooks "Fascinating Walt Disney" and "Tales Of Hollywood". The Saint Louis Post Dispatch says, " these two elaborate productions are exceptionally entertaining." Hear realaudio samples of these great, unique gifts at www.hollywoodstories.com.



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