For Alphabet, the Path to Becoming the Most Valuable Company in the World

By THE NEW YORK TIMES

With the close of Tuesday’s trading, it was official: Alphabet, the newly formed holding company for Google, is the most highly valued company.

Uber Drivers and Others in the Gig Economy Take a Stand

By NOAM SCHEIBER

As the online gig economy grows, workers are beginning to band together to secure what they see as fairer treatment from companies that make them feel more like employees than contractors.

Amazon Is Said to Be Planning an Expansion Into Retail Bookstores

By NICK WINGFIELD

The giant Internet marketplace is planning to open more storefront locations, a source briefed on the matter said, though not the 300 to 400 shops a shopping mall executive reported on Tuesday.

Magic Leap, an Augmented Reality Firm, Raises $793 Million

By MIKE ISAAC

Magic Leap has drawn attention for attracting investors like Google, Fidelity Investments and Warner Brothers, although it has shown the public little about its products.

Nielsen Plays Catch-Up as Streaming Era Wreaks Havoc on TV Raters

By EMILY STEEL

Nielsen executives say that they have heard the complaints of TV and ad executives and are ready to track the many ways people consume media. But skeptics abound.

Despite the CES Hype, It’s Better to Wait on That 4K TV

By BRIAN X. CHEN

Advice for those thinking about buying a 4K television, also called Ultra HD, which has a higher resolution than the current high-definition 1080p TV sets.

APP SMART

Video Feature: ‘Quantified Self’ Apps to Help Track Habits and Identify Patterns

By KIT EATON

As using technology to monitor sleep and other activities rises in popularity, these mobile applications can help you gather and assess this information.

Also see: http://www.nytimes.com/video/technology