

A business analysis project on Google Inc.



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GRIN Verlag Jul 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2011 in the subject Business economics - Company formation, Business Plans, grade: 1, Anglia Ruskin University, course: Business Analysis, language: English, abstract: Google Inc. (Google), founded in 1981 by Larry Page and Sergey Brin, two Stanford students, has shortly turned into a global technology leader, overruling its global competitors in providing search engines: Yahoo, Baidu and Microsoft (Business Insights, p. 32, 2010). Above, Google has scarcely been rated as most valuable brand worldwide (Berger, 2010). Financial data are fairytale-like: from \$ 85 (IPO, 2004), share price rose by 800 percent up to \$ 642; margins of 36,8 percent, annual revenues of \$ 29,32 bn and an EBIT of \$ 10,8 bn strengthen the picture of high profitability and economic well-being (Google Inc., p. 27, 2010; Osiris, 2011). Delivering online advertising which is significantly adjusted to the customer primarily generates revenue for Google: together with licenses for its search engine technology, GoogleAdWords, an auction-based advertising program, and GoogleAdSense, distributing ads in the Google Network, are main sources of income (Stross, 2008). Today, Google holds market share in global search advertising of 74,3 percent (Business Insights, p. 12, 2010); longing for even more awareness, content such as YouTube, GoogleEarth, GoogleEnterprise or GoogleMaps is only a precise of what Google additionally offers all services being positioned online (Google Inc., p. 4f., 2009). Downside of the global success story is that Google keeps walking on the edge of ethics and legality, as detractors arraign (Hintermeier, 2011). Further, the company is already under the weather of internal alterations and legal denunciations (Fleischmann, 2011). Though analysts foresee further growth in 2011/2012 (Moran, p. 20, 2011), increasing rivalry...

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