

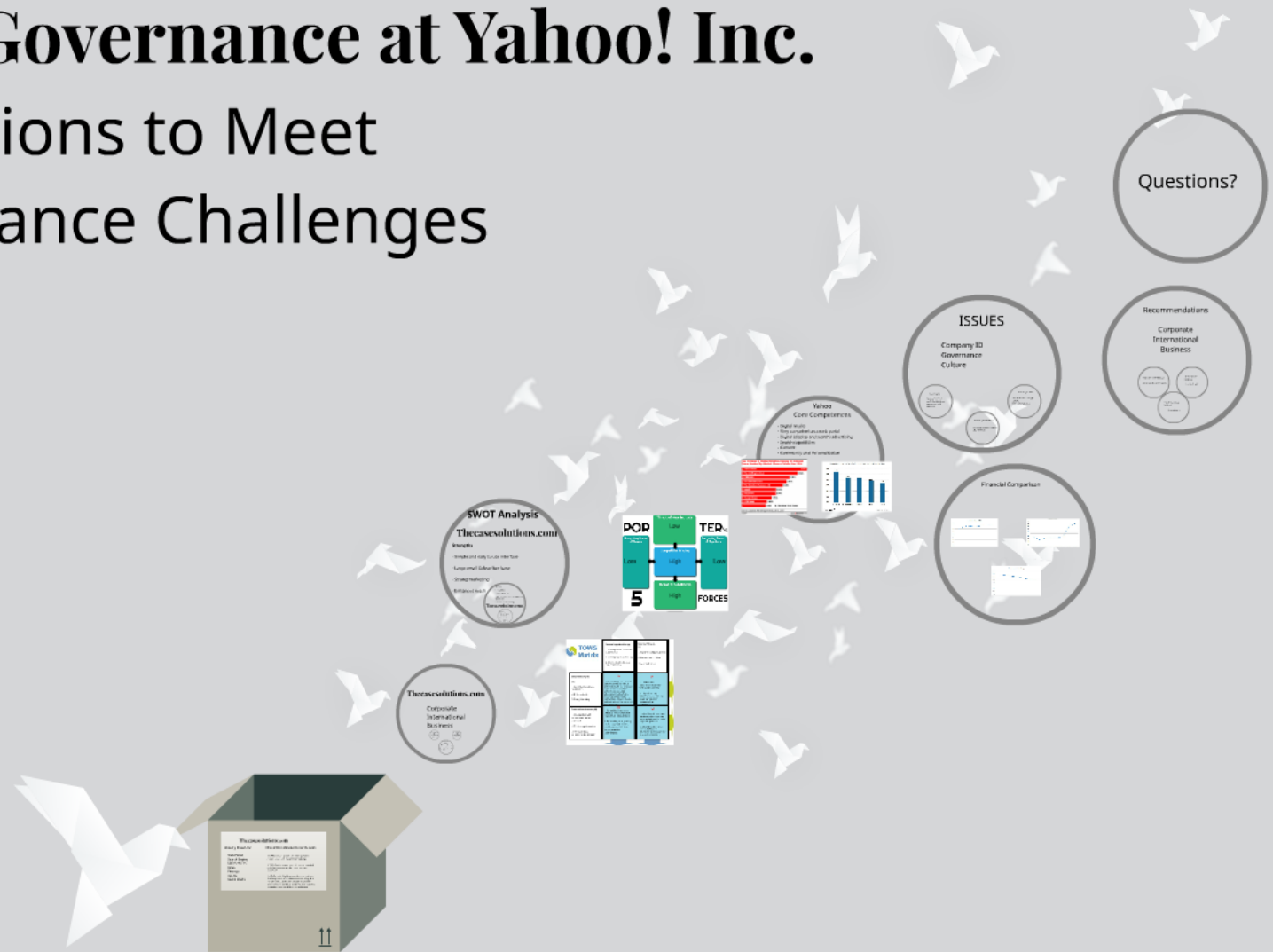
Strategy and Governance at Yahoo! Inc.
Recommendations to Meet
Future Governance Challenges



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Globally Known for

Web Portal
Search Engine
Mail Services
News
Finance
Sports
Social Media

Yahoo mission statements over the years

2007-To connect people with their passions, communities, and the world's knowledge

2011-Yahoo!'s mission is to be the most essential global Internet service for consumers and businesses

2015-We create highly personalized experiences that keep our users connected to the things that matters most, across devices and around the world. In turn, we deliver value for advertisers by connecting them with the right audiences

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Corporate International Business



***Yahoo Corporate level
Strategy is
Acquisitions***


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Stamped
OnTheAir
Snip.it
Alike
Jybe
Summly
Astrid

GoPollGo
MileWise
Loki Studios
Tumblr
PlayerScale
GhostBird
Rondee

Bignoggins
Qwiki
Xobni
Ztelic
Lexity
Alibaba


Rockmelt
IQ Engines
Hitpost
BreadCore



International Level
Strategy

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Transnational



Business Level
Strategy

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Low cost Leadership

SWOT Analysis

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Strengths

- Simple and easy to use interface
- Large email Subscriber base
- Strong marketing
- Enhanced reach

Weakness

- Hiring process
- Poor market position
- All of its packaged services are available from other sources.
- Slow advancement technology

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Opportunities

- Services of the brand
- Creating market for middle age population
- Creating digital advertising
- Make the reach (online) substantial
- Targeted content marketing



reach

Weakness

- Hiring process
- Poor market position
- All of its packaged services are available from other sources.
- Slow advancement technology

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Opportunities

- Revision of the brand
- Growing market for mobile expenditures
- Growing digital advertising
- Partnerships with telecommunications
- Target international markets

