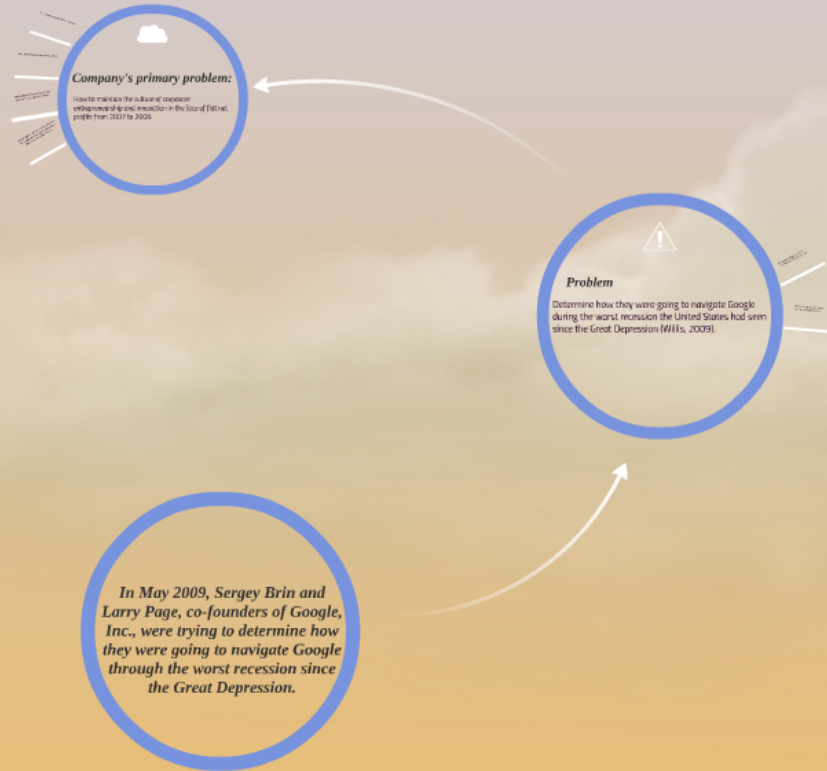
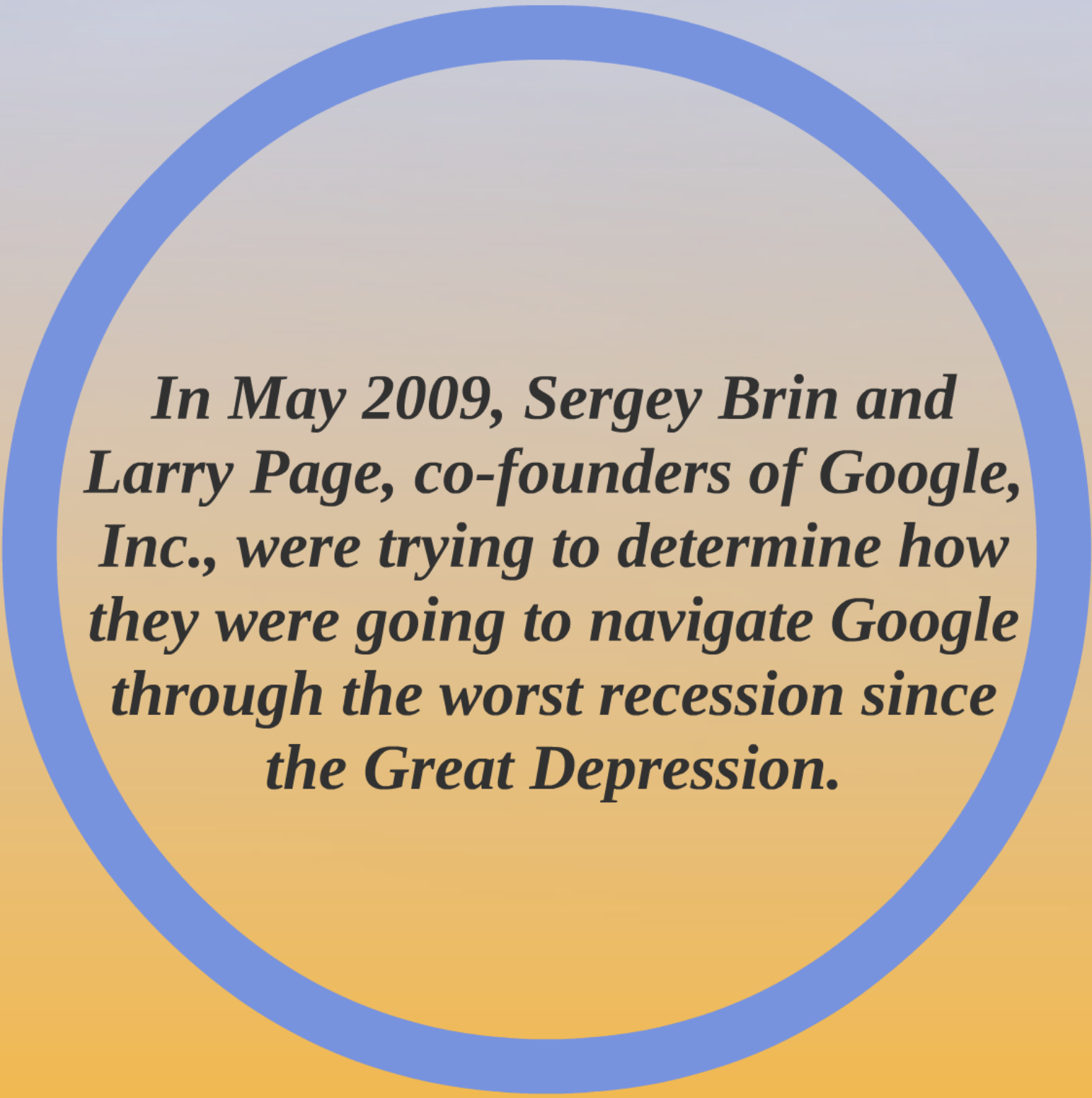


Corporate Entrepreneurship and Innovation at Google Inc



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In May 2009, Sergey Brin and Larry Page, co-founders of Google, Inc., were trying to determine how they were going to navigate Google through the worst recession since the Great Depression.



Problem

Determine how they were going to navigate Google during the worst recession the United States had seen since the Great Depression (Willis, 2009).

Fire several employees for the first time in the company's history

Eliminate products that made no money (Blodget, 2009).