

Google's Case Questions

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Core Policies

MISSION STATEMENT: "to organize the world's information & make it universally accessible & useful"

- Leading search firm with over 63% of market shares
- Offer innovative services to provide consumers with broad range of information
- Mobile device & services implementation has offered a vast amount of expense for Google

Key Elements

- Think Global, Act Local.
- Redefine regulations and policies.
- Establish new marketing techniques.

We want Google Inc. to be the number one information provider globally. Through expanding & enriching lives with digital and media not-instrumental services.

Ethical Initiatives

- Transnational strategies often encounter risks when pursuing their enterprise
- To ensure total ethical potential, Google must account for all regulations globally
- In western countries standard censorship is unethical
- China censorship limits the availability of information that Google can provide
- These regulations and policies hinder Google's quest for net neutrality in the U.S.

Ten Principles of Google's Corporate Philosophy

- Focus on the user and all else will follow.
- It's best to do one thing really, really well.
- Fast is better than slow.
- Democracy on the web works.
- You don't need to be at our desk to need an answer.
- You can make money without doing evil.
- There's always more information out there.
- The need for information crosses all borders.
- You can be serious without a suit.
- Great just isn't good enough.

"You can make money without doing evil."

The quest associated for cars and Google Earth's connectivity in China demonstrates the tension between Google's business and its values.

Many observers consider that Google's decision to leave mainland China is a victory for its values. However, Google's decision to leave mainland China is a victory for its values.

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Ethical Initiatives

Corporate Social Responsibility

- Employ ethical strategies and observe ethical guidelines
- Create environments which enhance quality of life
- Obtain a diversified workforce with respect to all diversity aspects

Environmental Sustainability

- Such as to increase internal and external benefits of the company

Current Analysis



Year	Revenue	Profit	Operating Profit	Operating Profit Margin
2010	25,163	5,426	5,426	21.57%
2011	31,052	7,124	7,124	22.94%
2012	37,332	8,650	8,650	23.17%
2013	43,621	10,146	10,146	23.26%
2014	50,926	11,734	11,734	23.04%
2015	58,125	13,272	13,272	22.83%

Focus On...

- Expertise in a particular technology research
- Proven ability to improve service production processes
- Well known and well-respected brand name
- Talented workforce
- National and global servicing capabilities

Recommendations

Think Outside the Box.
Partner with libraries, universities, public & private institutes
Tailor information in a personalized manner

Regulation Policies
International Regulations must be respected
Stay loyal to markets
Brand loyalty and customer trust
Variation in products & services offered

Refocus Direction
Marketing Strategy

Core Competence

Human resources and capabilities differentiate Google from existing corporations and new market entrants

- Extremely innovative & constantly advancing its technological resources through unique and sustainable developments
- Central to Google's expansion and wealth
- Due to highly skilled employees and human resources skills
- Difficult to competitor's to imitate because of advanced & intimate technologies
- Growth and resource allocation is an unimitable asset to Google's success and future endeavors

Financial Analysis

Year	Revenue	Profit	Operating Profit	Operating Profit Margin
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Key Profitability Ratios of Google indicate a healthy financial state

Tangible Resources

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Questions?

Thanks!



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Core Policies

MISSION STATEMENT: "to organize the world's information and make it universally accessible & useful"

- Leading search firm with a wide range of products
- Offer innovative services and products across a broad range of information technology
- Mobile device & services are a vast amount of expansion

Ethical Initiatives

- Transnational strategies when pursuing the firm's goals
- To ensure total ethical responsibility account for all relevant stakeholders
 - In western countries, Google is seen as unethical
 - China censors information to protect its national security
 - These regulations challenge Google's quest for universal access

Current Analysis

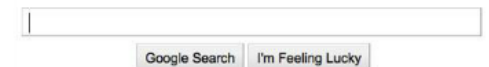


Core Competence

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Ten Principles
Corporate

- #1 Focus on the user a
- #2 It's best to do one
- #3 Fact is better than

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