

The Nonmarket Environment of Google



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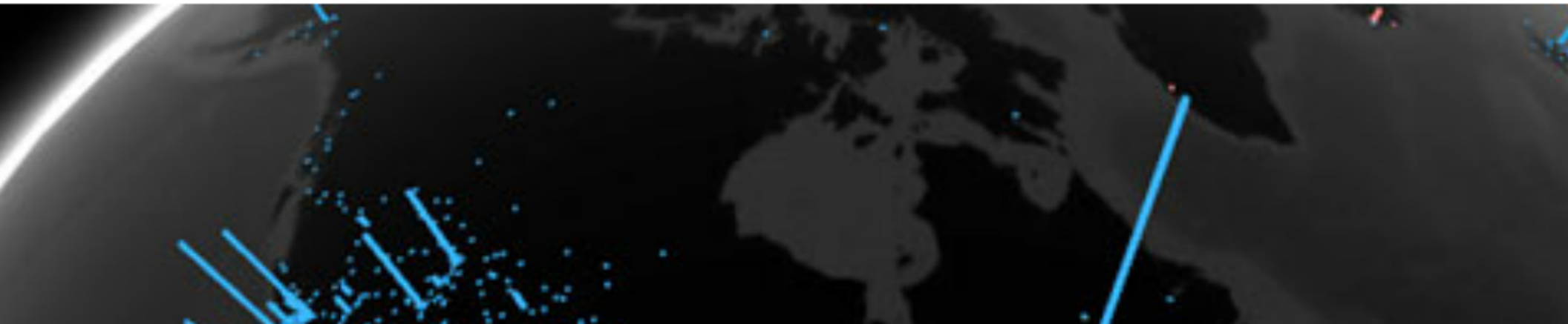
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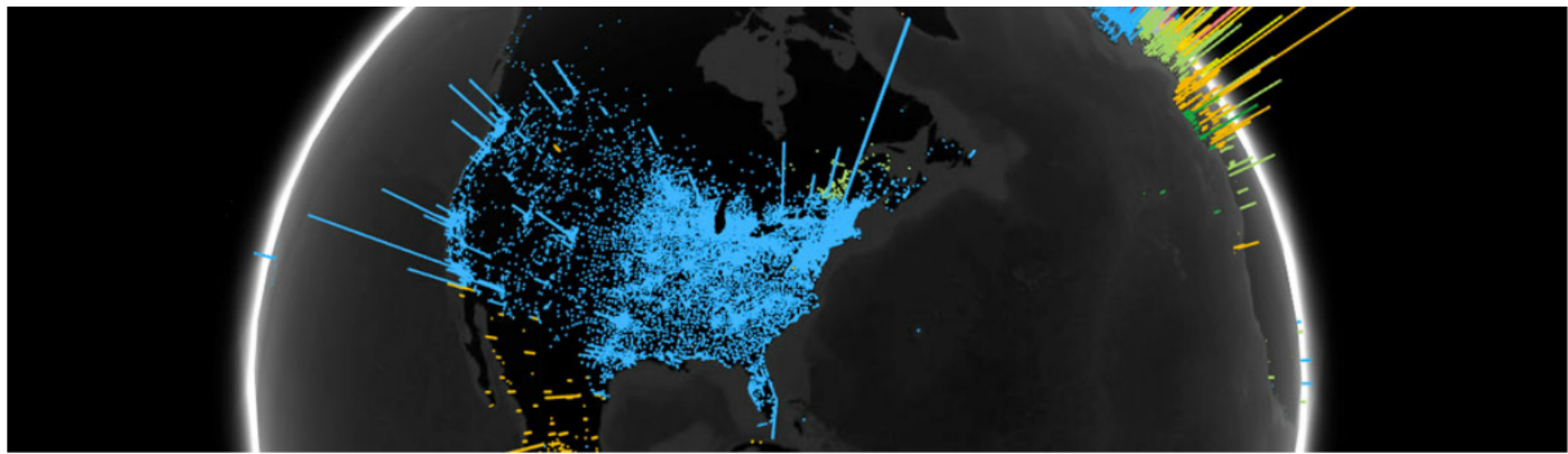
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Contents





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- History
- Institutional Structure
- Corporate Strategy
- Organizational Structure
- Competitive Analysis
- Financial Analysis

Google's Mission:

"to organize the world's information and make it universally accessible and useful"

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Company Timeline

- 1999: Foundation of the company
- 2000: Google launches AdWords
- 2001: First international Office (Tokyo)
- 2003: Launches Gmail
- 2004: Google's IPO at \$85 per share
- 2005: Google maps goes live

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- 2005: Google maps goes live
- 2006: YouTube joins Google
- 2007: Android mobile O.S. announced
- 2008: Google Chrome web browser
- 2009: Google.com had a 65.6% share of U.S. market
- 2010: Share price exceeds \$600 giving a \$189 billion market value
- 2011: Larry Page new CEO, Eric Schmidt in charge of the Executive board, Sergey Brin in charge of strategic projects and became responsible for the company's new products
- 2015: the company reorganized its various areas in a holding company, Alphabet Inc., which has Google as its main subsidiary. Sundar Pichai promoted to the position of CEO of Google.

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Institutional Structure

Shareholders

ate investors and heads of companies

Contributions
Capital
Competence
Expectations
es
viders

Customers

Companies searching for ads and us users

Contributions

- Money
- Publicity

Expectations

- Quality, variety, reliability, good price, personal service

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Employees

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Contributions

- Labor, Skill, Responsibility
- Innovation

Expectation

- Job security
- Job satisfaction