

# A New Approach to China: Google and Censorship in the Chinese Market

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Randi Kirkland  
Kyle Callahan  
Shane Purdy  
Kyle Richards

[Thecasesolution.com](http://Thecasesolution.com)

**General Issues**  
- Impact of the Chinese government's censorship on Google's business in China  
- Google's response to the Chinese government's censorship  
- Google's business in China  
- Google's business in the Chinese market

**Censorship**

**Public Statement**  
"The internet is a global network and should be open to all people everywhere."

**Conclusion**

**Case Solution**

# Google and Chinese Market

## Case Study: Google in the Chinese Market

### General Issues

- Google and China: These countries are seeking to know the Chinese market and its needs.
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### Overview

### Problem Statement

The problem is Google and China can't come in an agreement regarding a license renewal.

### Conclusion

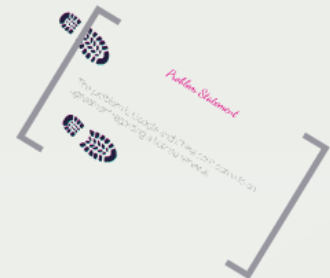
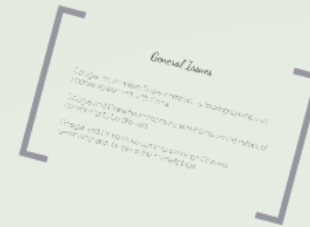
Questions: Answer!

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# *Overview*

## *General Issues*

Google Inc. a United States company is looking to renew its license agreement with China.

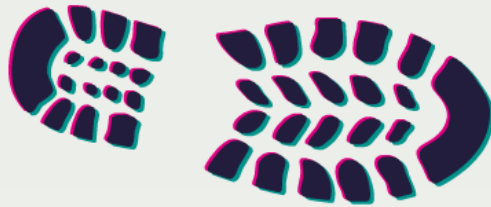
Google and China have opposing viewpoints on the extent of censorship to be allowed.

Google and China must come to terms on Chinese censorship and its role in the marketplace.

## *Problem Statement*



The problem is Google and China can't come to an agreement regarding a license renewal.



Issues	Rank of Priority	China
Censorship of Google's service	1	: Control info and media content
Privacy (Gmail, etc)	2	: Keep track/monitor threats
Cyber - spying and hacker attacks	3	: Negative international backlash (future business) : Control google services
Google's presence in Chinese Market	4	: Citizens/user unrest

Issues	Rank of Priority	Google
Privacy (Gmail, etc)	1	: Reputation/morals
Cyber - spying and hacker attacks	2	: Not 100% sure attacks from : IP in jeopardy
Google's presence in Chinese Market	3	: Revenue/money : Serve more users
Censorship of Google's service	4	: Moral of company : Company with countries regulation



*Solution*