

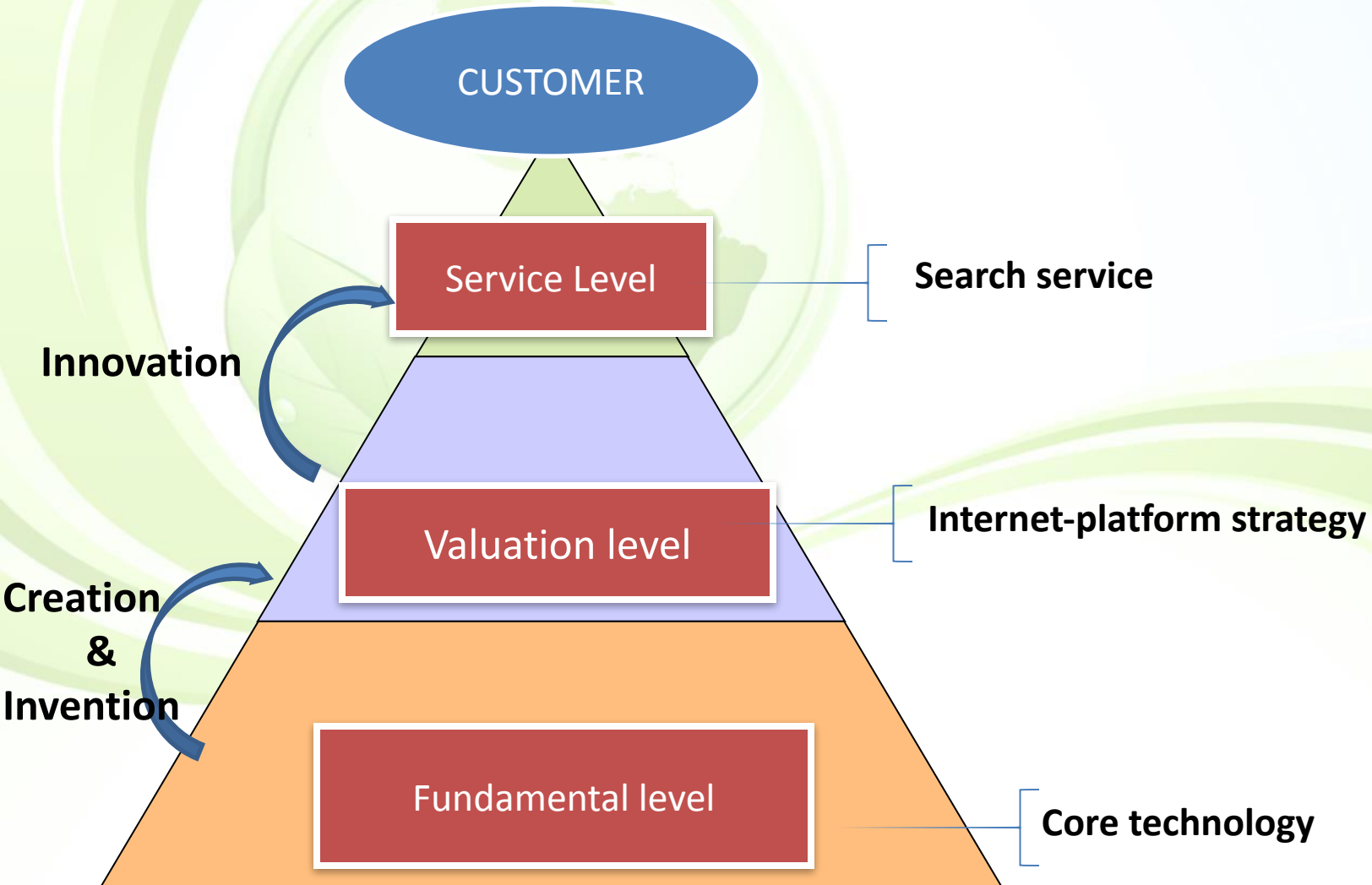


The analysis of Google

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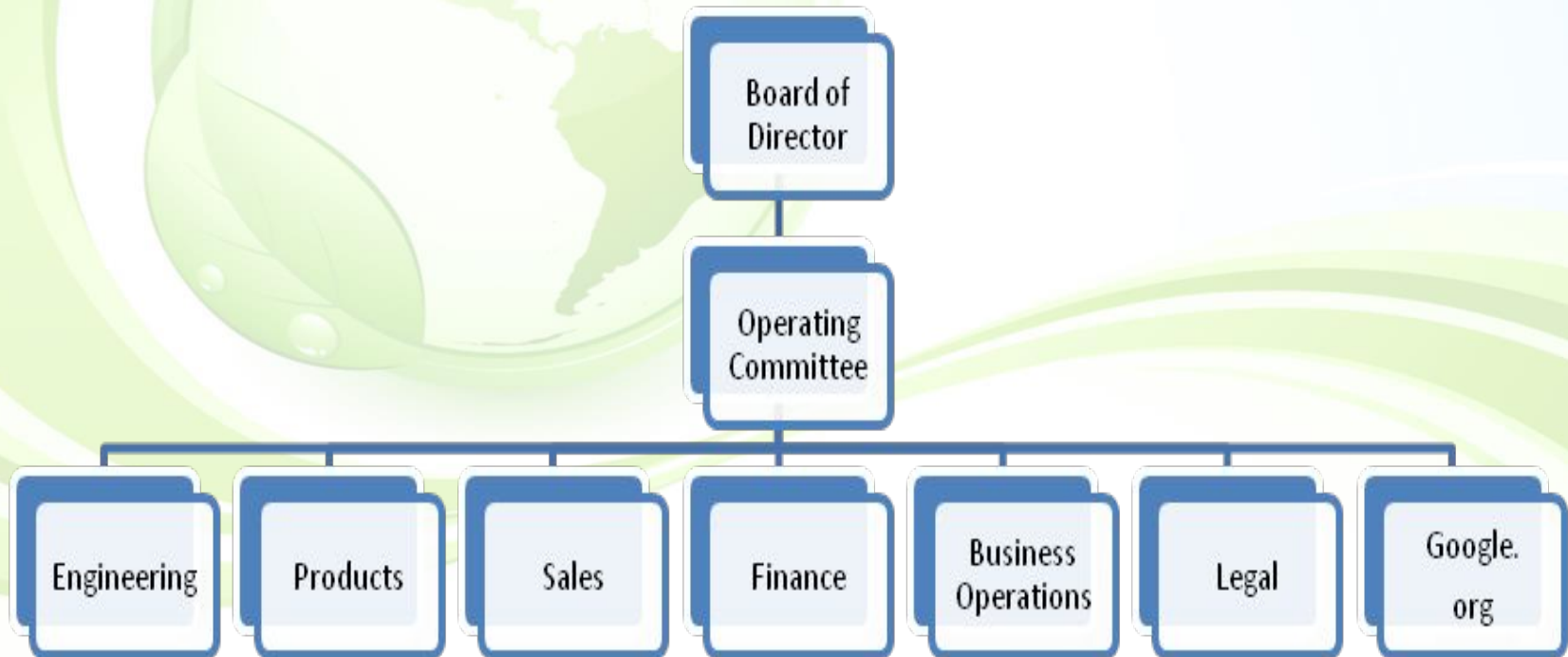
Prepared by Beloglazova Yulia, WE-101

The Value Chain of Google





Google Organizational Structure



Unusual leadership positions

Chief Culture Officer



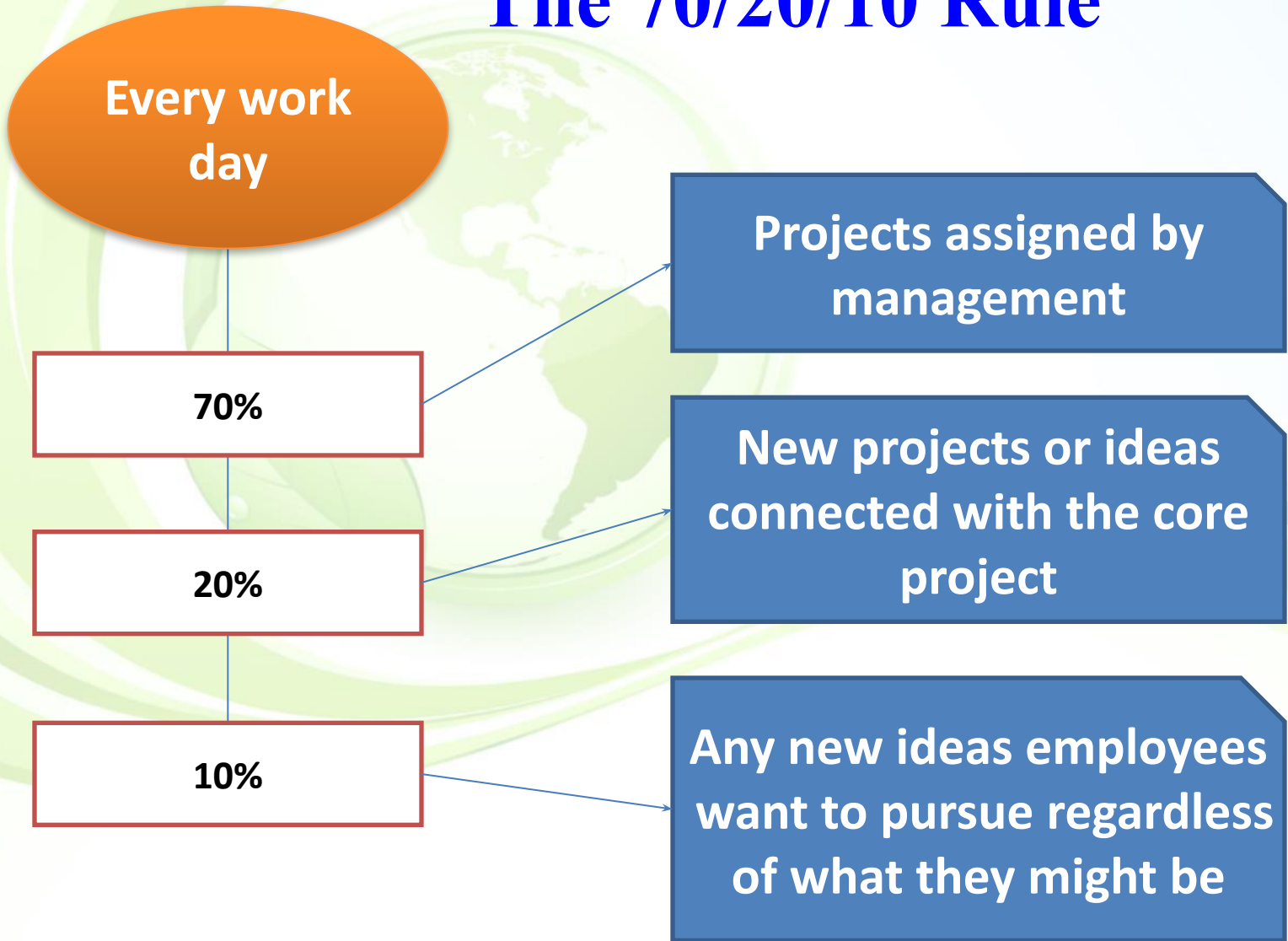
Macroeconomic pressures have created a dysfunctional culture, one that is not supporting business performance moving forward, and now, they are trying to figure out how keep their culture from spinning out of control.

Chief Internet Evangelist



His job is to help build Google leadership within the internet community, and also build network infrastructure, architectures, systems, and standards for the next generation of Internet applications.

The 70/20/10 Rule





Google SWOT Analysis

Strengths	weaknesses
<ul style="list-style-type: none">(1) Effective and efficient search engine technology(2) Providing services in many nations(3) Sufficient fund for innovation	<ul style="list-style-type: none">(1) lacking variety of profit sources(2) "Click Deception" influences on AdSense profits
Opportunities	Threats
<ul style="list-style-type: none">(1) The cooperation between Google and other cell phone companies is getting mature.(2) The development of "Google Talk" and "Google Checkout".	<ul style="list-style-type: none">(1) Other competitors offer new services frequently(2) Virus affect on internet safety(3) Paid- search market has entering a mature stage



Thank you!! 😊