

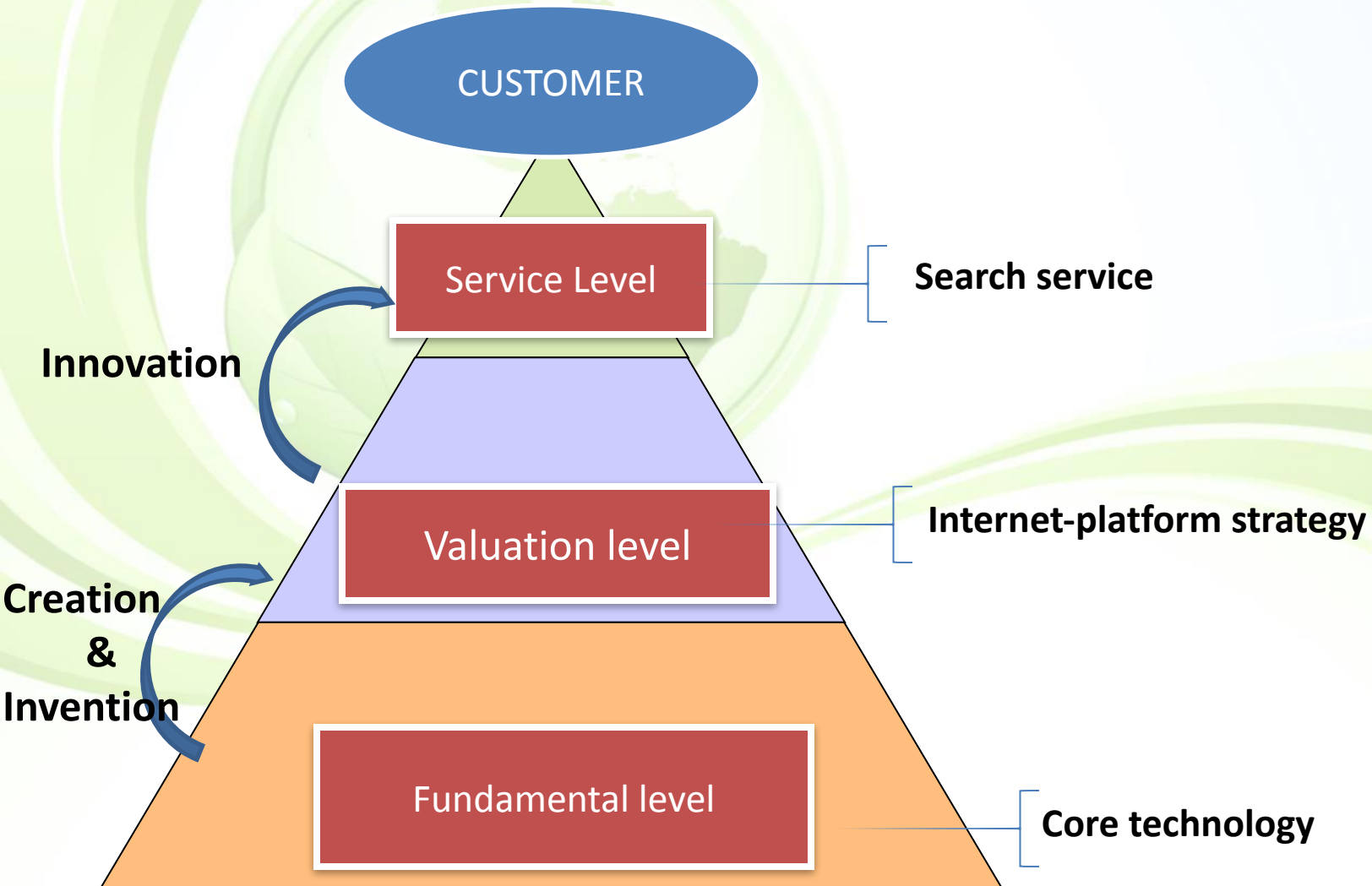


# **The analysis of Google**

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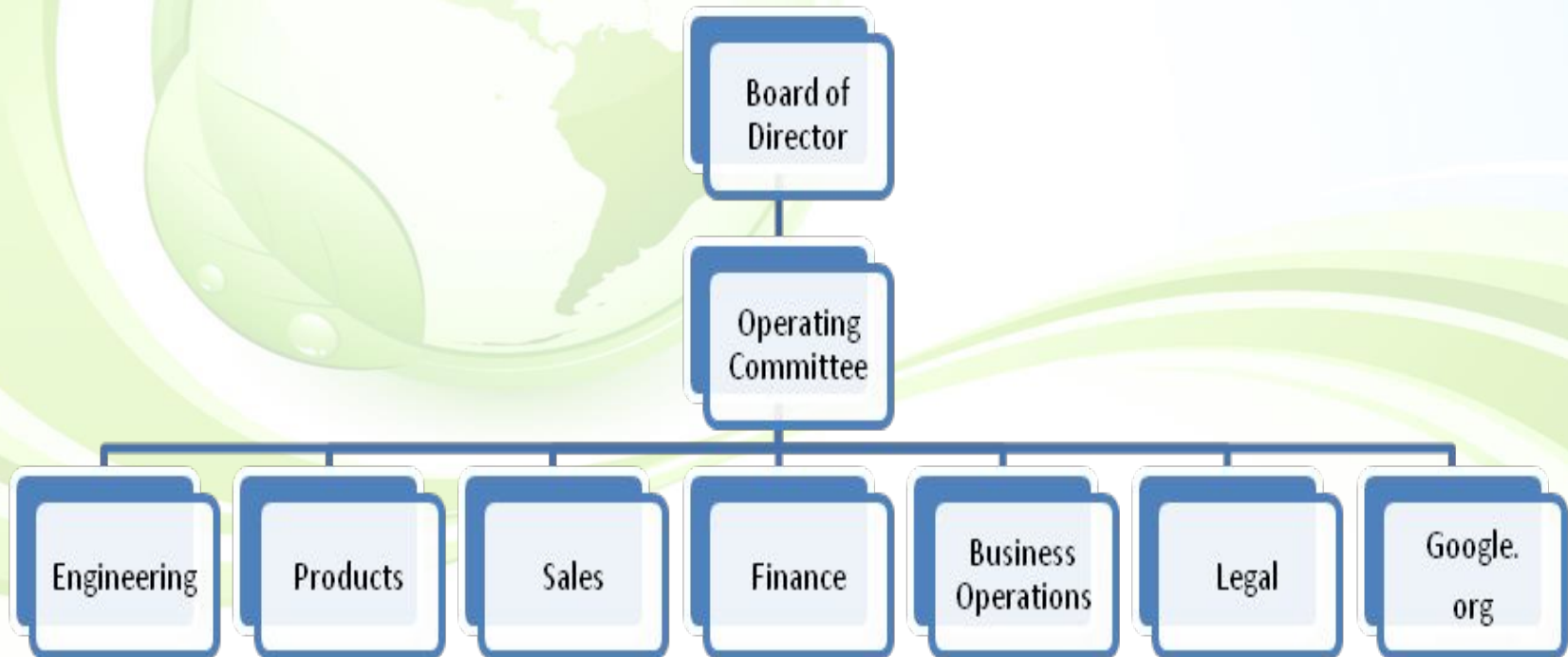
**Prepared by Beloglazova Yulia, WE-101**

# The Value Chain of Google





# Google Organizational Structure



# Unusual leadership positions

**Chief Culture Officer**



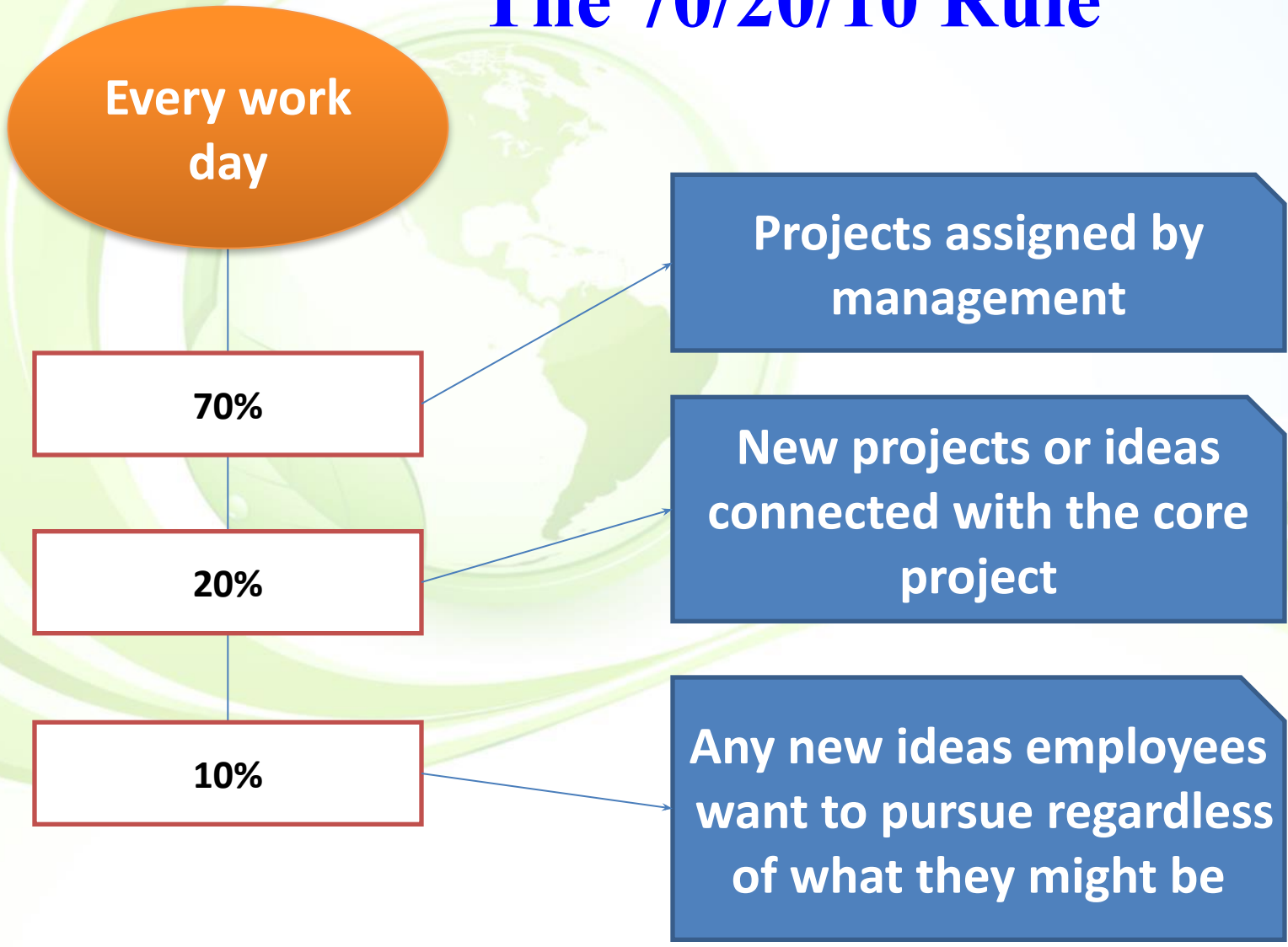
Macroeconomic pressures have created a dysfunctional culture, one that is not supporting business performance moving forward, and now, they are trying to figure out how keep their culture from spinning out of control.

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



Thank you!! 😊