

# Google Inc - Revolutionary Business Model needs to Evolve

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## Abstracts

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### SUMMARY

Google is one of the world's most valuable and respected companies, and one of the oldest Silicon Valley tech giants. Since its inception the Google has the largest indexing platform for web searches, powered primarily by revenues from advertising space and prioritization in its search results. Its wider ecosystem of products has been carefully built to capture as much attention as possible on the internet, for the ultimate purpose of driving ad-spend on its platform. However, these products' uniquely free-use way of operating and reliance on data and advertising also make them part of the vulnerability of Google's business model. The company needs to diversify to maintain its strength against fierce competitors.

### KEY HIGHLIGHTS

Since it rose to prominence as a search engine, Google has frequently found itself with the capital to spin out new divisions across diverse segments. However, the aim of these divisions has always ultimately been to drive the data-collation and traffic which serves the company's online advertising business. However, in the last decade disruptors have emerged in Silicon Valley which threaten to derail the way advertising works online, the system over which Google previously had a virtual monopoly. Whilst Google and its parent company have become renowned for their innovation, Google itself has a lot to fear from these disruptors.

Amazon, Apple, Microsoft and Google itself are all building voice-controlled functionality into their products and services, including web search. Meanwhile, two players in particular have reached a scale comparable to Google's, and are now beginning to seriously disrupt its previously watertight business model. These companies are Facebook and Amazon.

As it tries to shore up against these and other threats, Google can at least rely on a huge amount of capital for new projects and expansions of its ecosystem. Core products are already diversifying, although the company's forays into cloud services and hardware have had varying levels of success.

## **SCOPE**

Learn how Google's business model works

See how its competitors are attempting to combat its dominance

Understand where its weaknesses lie

Learn how Google is changing in order to adapt to competition

## **REASONS TO BUY**

How does Google's business model function?

What are its key products?

Who are the firm's main challengers?

What weakness does Google have?

How does it need to adapt to overcome the competition?

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