

Google

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Abstracts

Google has not been stopped in its march by the economic recession — and potentially could become the new bellwether for the IT industry. Not surprisingly, in the midst of the economic gloom, it is Google.com — as the current leader in search and online advertising — that the anxious markets look up to. The company continues to innovate at a rapid pace, both in Google.com to fend off the increasing aspirations of Microsoft for web search and associated advertising, and in its enterprise products, which benefit from using Google.com as a test platform. The harsh reality of the recession has, however, meant that despite increased earnings the company has been forced to cut costs to help it endure the economic downturn; we may see a subtle culture shift at Google — one that is more pragmatic and cautious and less effervescent and brash.

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