

Company Report on Google Inc (2000 words)

https://marketpublishers.com/r/C501B32CB1CEN.html

Date: May 2016

Pages: 9

Price: US\$ 50.00 (Single User License)

ID: C501B32CB1CEN

Abstracts

Introduction:

Google Inc.

is a multinational American company that is specialized in providing products and services related to internet.

These services involve search, online advertisement and cloud computing and many software's.

The company earns most of its revenue form an online advertising service name "AdWords".

This service place ads near to the results of search.

Founder of Google two students of Stanford Larry Page and Sergey Brin.

They founded Google as a private company in September 1998.

On august 2004, initial public offers were made.

Both the founders own fourteen percent of shares.

It mission was to make the worlds information useful and accessible to the world.

The headquarter of Google moved in 2004 to California and was named Googleplex.

In August 2015, Google announced to reschedule its interests as holding company



"Alphabet Inc." after this rescheduling Google became parent company of Google internet and subsidiary of Alphabet.

Google has introduced many communication hardware's.

Continued...



Contents

Introduction

Google's Mission Statement

Google's Vision Statement

Founder of Google

Target market

Geographic segment

Demographic Dimensions

Psychographic and Behavioral Dimensions

Google's Products

Competitors

Competitive Advantage

Promotional Mix

Place/Distribution in Google's Marketing Mix

Google's Prices and Pricing Strategies

Penetration Pricing

Freemium Pricing

Market Oriented Pricing

Value-based Pricing

Conclusion and Recommendations

References



I would like to order

Product name: Company Report on Google Inc (2000 words)

Product link: https://marketpublishers.com/r/C501B32CB1CEN.html

Price: US\$ 50.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/C501B32CB1CEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

& Conditions at https://marketpublishers.com/docs/terms.html

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970