

# Innovation

Business



Essay: Business Google Google is the most popular and “googled” company in the world of business at present. Just like Coca-Cola and IBM were some of the best companies decades ago, everybody wants to model themselves after this great company now. What's the secret to Google's innovation and how long will it enable it to remain competitive in its industry? Google relies heavily on innovation for its growth. Google recruits “the best and brightest”(top GPAs, top schools, in spite of experience and age). It has also created atmosphere which is the desire of every Generation X or Y worker; cafeterias, flexible working schedules as well as the 20% policy which allows each employee to make use of one day every week researching on a unique and innovative project of their own liking. Very few companies can afford such luxuries on their employees. Secondly, Google has built a product innovation culture. Thus numerous new products as well as services can be found from Google at present and engineers are persuaded to constantly create new ones. Google creates its own internal human resource together with talent management system, created on the conviction that Google can go on and do it “better.” Something that few organizations can afford to do (Carter & Ulrich, 2005).

Some of Google's products have gone on to become market leaders such as Google maps, Google Finance as well as Gmail which all penetrated the market with strong deep-rooted competition. Thus through strong execution and innovation every one of these products has taken on a remarkable market share in a very short length of time. Additionally when the corporation notices an incredible opportunity to penetrate via acquisition, it wastes no time and thus takes the plunge (Blogger and YouTube). Clearly Google's long term victory is dependent on its ability to create a learning

culture that embraces change, admits mistakes honestly, makes heavy investments in the winners and innovates continuously.

#### References

Carter, L., & Ulrich, D. (2005). *Best Practices in Leadership Development and Organization Change: How the Best Companies Ensure Meaningful Change and Sustainable Leadership*. New York, NY: John Wiley & Sons, Inc.