

Case study: "google: an entrepreneurial juggernaut"

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Case Study: " Google: An Entrepreneurial Juggernaut" Case Study: " Google: An Entrepreneurial Juggernaut" The history of Google and its aggressive take-off into a prosperous public firm is long and captivating. As seen in the work of Hartley (2011), brain drain was a major source of sourcing employees by offering the best and young talents an extremely good salary. With the young entrepreneurs, Larry and Sergey being 25 years at the time, their commitment towards starting the company was tested (Hartley, 2011). However, the onset of their idea was boosted by the advent of the use of the internet, and by 1999, they had found investors that would see to a growth of the company.

It is also evident that the advertisements were carefully selected so as they could reach a good number of people in a perfect way. By the year 2000, Google had managed to source for the best software engineers and mathematicians that stimulated the growth of Google (Hartley, 2011). There was a need to have a CEO that would run the operations of Google. This need led to Sergey and Page hiring Eric Schmidt who had a high level of experience in fields such as Computer Science and Electrical Engineering (Hartley, 2011). It is also in the 2000s that Google made relationships with other internet players such as Yahoo, Ask Jeeves and AOL. This move would place Google with the like-minded persons.

With these measures in place, Google went public by 2004 even with the issues of global recession. However, Google saw a brighter light after the IPO, and even went ahead to poach for the best talent to drive the company. Despite the threats to the company, Larry and Sergey were able to steer innovation and even pose stiff competition on the likes of Microsoft (Hartley,

2011). Today, Google poses a major threat to other companies of the same business.

Reference

Hartley, R. (2011). *Management Mistakes and Successes*, 10th Edition. NY: John Wiley & Sons, Inc.