

The able to attain market leadership by working

[Business](#), [Management](#)



The success of Google Inc. has always been attributed to the company's ability to reinvent itself and encourage intrapreneurship. According to research, large companies which encourage intrapreneurship will be the most successful businesses in the future. A recent decision by the top management, saw the company being turned into a subdivision of Alphabet, which is the current parent company. Alphabet will be responsible for overseeing Google's recent initiatives. An Article stated, " The core businesses will be called Google and operate as a wholly-owned subsidiary of Alphabet. Alphabet will be run by Google co-founder Larry Page and each of its businesses will have its own chief executive" (Reuters).

Sundar Pichai will head Google. Larry Page, the co-founder of Google and the CEO of Alphabet stated the priorities of the Alphabet as being overseeing all the activities in the parent company and all its subsidiary companies. Its top priorities are, getting ambitious things done, taking a long-term view on strategies and decisions, empowering companies and entrepreneurs to flourish, improving oversight and transparency and making Google a better corporation through better focus (Yarow, 2015)." Alphabet's businesses will also include connected home products maker Nest, venture capital arm Google Ventures, and Google Capital, which invests in large tech companies" (Reuters). Google's organizational culture is exceptional, this is because the culture directly impacts the overall organizational structure. Structure and culture are integrated to influence the corporation's capabilities (Yarow, 2015).

Google's organizational structure can be described as open, hands-on, innovative, emphasizes on excellence, and supports small company report.

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The matrix organizational structure achieves openness. Within its organizational structure, employees are encouraged to give their opinions and ideas. The company values innovation which has been the basis of its success. Google's income is mainly generated through advertisements.

Additionally, the company is and has consistently been the world's leading search engine. Google's market strategy is one of a kind, the company's advertisements make its consumer's hooked and it is always fitted for all audiences (Oberstein, 2016). On the other hand, offering open and a free platform draws the attention of both new and modern users. The company has also created a culture of conversion hence opening up an interactive environment and enables its users to earn from using it. Offering quality services and product is one of the organization's strengths which has given it a competitive edge. The company has been able to attain market leadership by working on their products in a unique manner. The company capitalizes on its product. Google does not only assume authority but also takes its top position at the authority food chain.

The company portrays its might and authority within its own system and framework (Oberstein, 2016). Based on the company's culture of innovation, the recent reinvention of its management structure, the appointment of the talented Sundar Pichai, the current position of the company and its initiatives for the future, it is evident that Google is headed for high growth and immense profits in the future. Investing stock into Google Company

will definitely result in capital appreciation hence high benefits for an investor in the near future.