

# Competitive strategy of the company

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Competitive strategy of the company Google is a global technology leader focused on improving the ways people connect with information. It's aspire to build products that improve the lives of billions of people globally. Google innovations in web search and advertising have made their website a top internet property and their brand one of the most recognized in the world. To compete with the rivals Google business is primarily focused around the following key points

**Research** Continue to develop new products and services and to enhance existing ones through research and product development and the licensing and acquisition of third-party businesses and technology. Product development philosophy is to launch innovative products early and often, and then iterate rapidly to make those products even better. Google often posts early stage products at test locations online or directly on Google. com. Google then use data and user feedback to decide if and how to invest further in those products. Intellectual Property rely on a combination of intellectual property laws, as well as confidentiality procedures and contractual provisions, to protect proprietary technology and brand. Google has registered, and applied for the registration of, U. S. and international trademarks, service marks, domain names, and copyrights. Additionally, they have filed U. S. and international patent applications covering certain of their proprietary technology. Over time, they have assembled a portfolio of patents, trademarks, service marks, copyrights, domain names, and trade secrets covering our products and services. Google proprietary technology is not dependent on any single patent or copyright or groups of related patents or copyrights. They believe the duration of patents is adequate relative to the expected lives of products. Although Google

rigorously protects proprietary technology, any significant impairment of, or third-party claim against, our intellectual property rights could harm business or ability to compete.

**Sales and Support** We continue to develop and grow our sales and support infrastructure. They have over 85 offices in over 40 countries, the large majority of which include sales people. Global sales and support infrastructure has 6 specialized teams across vertical markets. We bring businesses into our advertising network through direct, remote, and online sales channels, using technology and automation wherever possible to improve our customers' experience and to grow our business cost-effectively. Our direct advertising and sales teams focus on building relationships with the largest advertisers and leading internet companies. We have built a multi-product sales force, with teams selling campaigns that include search, display (including DoubleClick and YouTube), and mobile advertising. We provide customer service to our advertiser base through our global support organization. Our global support organization concentrates on helping our advertisers and Google Network Members get the most out of their relationship with us.

**Culture and Employees** We take great pride in our culture. We embrace collaboration and creativity, and encourage the iteration of ideas to address complex technical challenges. Transparency and open dialog are central to us, and we like to ensure that company news reaches our employees first through internal channels. Despite our rapid growth, we still cherish our roots as a startup and give employees the freedom to act on their ideas regardless of role or function within the company. We strive to hire the best employees, with backgrounds and perspectives as diverse as our global users. We provide an environment

where these talented people can have fulfilling careers working on some of the biggest challenges in technology, and have a huge, positive impact on the world.