

Analysis of factors affecting the demand of google products

Business



Factors affecting the demand of Google products and services Google started its journey in January 1996 as a research project by Larry Page and Sergey Brin, a Ph. D. student at Stanford working on the Stanford Digital Library Project (SDLP). The SDLP's goal was to " To develop the enabling technologies for a single, integrated and universal digital library " and was funded through the National Science Foundation .

Due to the hard work and dedication of its founders various products and services were launched by google to provide its users with advanced and interactive features. Google acquired various start up companies and one of the earlier companies that google bought was Pyra Labs, a company that created bloggers, a weblog publishing platform launched in 1999. It is one of the oldest product of google and in great demand as people finds it easier to create blogs and share knowledge and information about the topic and is easiest way of discussions.

Mobile products, Stand alone products like (desktop, picasa, gtalk, video player etc), Desktop Applications like(blogger, web comments, google toolbar) are all in great demand these days. One of the major factor that increases the demand of the product is that it is the easiest way of communication, with the help of gtalk one can communicate and interact easily with other and with its sms feature one can know about the urgent msgs if any when one is not available on the desk i. e.

receiving msgs even when you are offline.

Google today is available to us with its various advanced features and in

2006 google bought Youtube a fantastic way to watch videos . one of the most
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successfully running product launched by google is the social networking site ORKUT that has provided place to its 20 million users to interact with the help of scraps, post msgs, pictures and with many other advanced features. Even google is the way to earn money sitting at home and working on net Adsense and Adwords is the way from where google is earning and providing money to others by simple way of clicking ads.