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The Mission and Value of Google Company

The corporate culture and mission of Google Company reflects a philosophy of creating money without doing wickedness or evil. Moreover, work must be challenging and fun. At Google, these beliefs dictate life. The Google's Inc certified mission statement is arranging or organizing information of the world and making it globally useful and accessible (Corporate Information 3). It has a value of no retaliation. Google Company forbids retaliation against any employee within the firm who participates in or reports an investigation enquiry of a likely violation of their code (Google's Corporate Information 10).

History of the Google Company

Sergey Brin and Larry Page, classmates at Stanford University founded the Company and formally launched it in 1998 within a garage of a friend. In August 2004, Google Company raised 1.67 billion USD in IPO (Initial Public Offerings). Currently, the firm has more than 12000 workers in offices all over the world (Google corporate information 8).

Google's main Competitors and Customers

Apple's iPhone is a possible competitor of the Moto X Smartphone recently unveiled by Google. Besides, Apple's iCloud competes Google Drive cloud service from Google. Other competitors of Google include Cisco, Intel, IBM, Yahoo, and Microsoft (Corporate Information - Ten Things 6).

All the end users of YouTube, Facebook, or Flickr are customers of Google. The company targets all the individuals who utilize the internet. Many of the users of the internet or online users are in a way influenced by Google;

therefore, Google's market may be equated to all the internet or online users.

Organizational Culture and Environments

The External Environment

The number of individuals globally accessing the internet increased at a high rate since 1994. The internet users globally grew from approximately 360 million people in 2000 to about 1.5 billion in the year 2008 (Corporate Information - The Google Culture 4). The increase in the number of online users globally has resulted in high demand for accurate and fast internet searches (Google's technology overview 3). This user demand made internet advertising the second most preferred form of marketing or advertising within USA in 2007 (Corporate Information - The Google Culture 3).

The increased internet usage and marketing offers Google Company optimistic future than a number of other technology and traditional leaders. In 2009, Google's total income was \$23.65 billion with net salary of 6.5 billion USD. The total cap of Google stood at more than 178 billion USD, above the most technology giants (Google company profile 2).

Threat of Substitute Services and Products

Threat of substitute services and products is unlikely as Google Company leads on internet search technology within the world (Google company profile 3). Offering skyrocketing price and strong reputation, Google has been capable of recruiting the best talents hence create powerful search methodologies or techniques. No firm, not even Microsoft, the software giant, have been capable of threatening Google.

Threat of New Competitors

This threat is minor as Yahoo and Microsoft have not been capable of competing Google. There are fewer chances that a new company or competitor will come up soon to outdo Google.

Competitive Rivalry Intensity

Google Company has been recruiting good management team to manage the firm. The company addresses any deed or behavior by another company or competitor.

Customers Bargaining Power

Currently, the customer bargaining power at Google is low. The company search offers the best results to online users. Many firms are ready to link their sponsor connection on Google. Therefore, Google may charge its clients reasonable fees.

Technological Environment

Google Company stands alone within its focus on designing the best search engine. The success secret of Google is the simplicity of its web page that have one search box surrounded or bounded by white space. The company is a blend of varied applications, which have revolutionized individuals' life through the usage of the search engine or function offering all information of the world at no cost. Searching is a means of obtaining answers to peoples' queries. Questions permit the most accessible and powerful information tool to generate a desired database, allowing the company to fathom what society needs that pose privacy issues.

Political Environment

Google's main goal is offering accurate and the fastest search results to its online users or customers. This aim can lead to conflict whenever it displays some sensitive human right and political information to users within the state, for instance, China. Presently, political matters between China and USA have made Google re-channel its search engine of Chinese language to Hong Kong. China and Google have been conflicting over censorship. Chinese government is not alone concerning censoring the internet; approximately 40 nations filter or block access to Google (Google losing market 6). Nonetheless, Google Company reports that China was where it required controlling citizen opinion since it believed that the communist country was increasingly becoming repressive (Google losing market 5). According to reports by Beijing-based researcher, share of Google of Chinese paid-search market dropped from 35. 6% to 30. 9% within the first quarter of 2009 (Google losing market 6).

Weakness

As the sector grows bigger, the Google Company is slow and rigid for new ideas originating outside its core to obtain traction. Consequently, innovative and creative Googlers leave.

Opportunities

Google Company has broadened its lead within the market of Internet search from its competitors Yahoo and Microsoft and is entering online video, television, and print advertising markets. The company has potential of entering the internet travel market to increase its revenue or income.

Action by Management to Control Google Environment

Google Company does not appear to follow the logic and rules applied by other firms in the business world. The company settles for things that seem obvious opportunities, invests in things, which appears like black holes. Each time the company has less than astral quarter, the matter resurges.

Google Company Culture

Google Company is a high-speed paced work environment. Whereas the dress code may be casual, Google attracts and maintains the brightest minds within the technology industry. Google has play hard and work hard atmosphere (Corporate Information - The Google Culture 3).

One of the coolest programs in Google Company is a 20 percent time program. Engineers at Google Company are motivated to spend 20 percent of the work-time in projects, which interest them. This not only keeps Engineers challenged and happy, but it is beneficial business (Corporate Information 3).

Managing Change and Innovation

The firm recruits the brightest and best minds regardless of their experience and age. Besides, it has developed a work environment that is the envy of all Generation Y or X employees (Corporate Information 4). The firm has also nurtured product innovation culture. Many new services and products are availed by Google and Engineers are motivated to continue developing new ones. Google motivate engineers who discover bugs within other engineers' products to investigate the code line of those products and propose a fix. The firm develops its own internal human resource and talent management

frameworks, based on the idea that Google Company may do it better.

Whereas most of the novel products from Google Company never lead in the market, some do.

Change Management in Google Company

The world of business is ever changing, and Google Company has cultural training of senior management to keep pace with changes (Google company profile 2). Moreover, the company is fully under control by engineers who are Ph. D. holders. These engineers speak science language instead of business language; they are despicable of the vague reassuring noises and directional platitudes made by modern marketing and finance. One main element of reasoning in the engineering field is the application of the scientific methods; that is motivating a Darwinian market of ideas, testing those ideas via controlled experiments, and making decisions reliant on experimental data. Therefore, almost all changes go through such mindset of engineering (Corporate Information - Ten Things 4).

Google's Leadership and Organizational Structure

Google's organizational structure is not unusual from the existence of some unique leadership positions, for instance, Chief Culture Officer as well as Chief Internet Evangelist. A BOD (Board of Directors) discusses and passes orders down via an executive administration or management group. This team oversees many departments, for example, Engineering, Legal, Products, Finance, and Sales. Every department is further divided into units. Regardless the adoption and execution of a standard organizational structure, the company has created a corporate culture reliant on offering

workers substantial leeway to create new concepts without excessive oversight (Google company profile 2).

Profile of Top Leadership and Google Company

Larry Page Chief Executive Officer and Co-Founder

Larry Page, as CEO of Google Inc, is in charge of daily operations and leading the firm's product development as well as technology strategy. Larry co-founded the company with Sergey in the year 1998 while studying at Stanford University; he was a Ph. D student. Larry was the, first, chief executive officer up to 2001; developing the firm to over 200 workers and profitability. Larry also served as the president of products from 2001 to 2011 (Google company profile 3).

Larry Page is an engineer bachelor's degree holder from the UoM (the University of Michigan), Ann Arbor as well as holding a master degree in B. sc (computer science) from Stanford University. Page is a member of NAC (National Advisory Committee) of engineering college at UoM (the University of Michigan), and with Sergey, Page was credited with the prize of Marconi in 2004. Page is a trustee in the X PRIZE board. In the year 2004, Page Larry was elected to the NAE (National Academy of Engineering) (Google company profile 4).

Eric E. Schmidt (Executive Chairman)

Since joining Google Company in the year 2001, Eric has assisted in developing the firm from startup of a Silicon Valley to a world leader within technology. Eric as the executive chairperson is in charge of the external issues of Google: creating partnership as well as, broader business

relationship, advising the chief executive officer and senior management on policy issues and business, and technology thought and government outreach leadership (Google company profile 5).

Sergey Co-Founder

Sergey Co-founded Google with Page in 1998, and currently, directs special projects. Since 2001-2011, Brin served in the position of technology president, where he shared roles of the firm's daily operations with Page Larry and Schmidt Eric. Brin was awarded a bachelor's degree in computer science and mathematics from UoM (the University of Maryland) at College Park (Google company profile 5).

Diversity Management at Google Inc

Google is a corporate, which thrives on diversity internally and externally. The company is a transnational organization, which has offices within many nations (Corporate Information 10). Google Company recruits many diverse workers because it has a diverse customer base. This symbiotic association allows the company to be successful or flourishing. Google practices diversity within their companies via their workers relationships and policies. Google is an insistent inclusive firm that supports culture and diversity (Corporate Information 4). The company understands that success depends on its workers. Google anticipates its Googlers to air their opinions; this is strongly promoted within the workplace or offices (Corporate Information 10). Google commits to employing diverse people with unique backgrounds and knowledge. Moreover, information is its face. Passionate perspectives and intellectual curiosity drive Google's work environment, policies, profits,

and benefits (Google Corporation 3). Google Company has a diverse workforce to sustain diverse customer base it is accommodating.

Contacts Cultural Norms

Google Company has several contacts and has a large diversity within the cultural norms it contacts. Google sustains diversity of norms within every office by using local expressions of every location. This ranges from ski gondolas within Zurich to a mural within Buenos Aires, displaying every office's personality and region (Corporate Information 5). Google Company has many offices globally, and its cultural norms vary from nation to nation.

Future of Google and Recommendations

Currently, the company hires many contractors and some virtually do nothing rather than waste the firm's resources. Google gave most of its 10,000 contractors to their matching tenders to sustain all the permanent workers within jobs in place due to the restructuring exercise (Corporate Information - Ten Things 4). It is time for the company to plan staff hiring, job description, as well as job evaluation to handle Google's resources efficiently and properly.

If the company may design more robust web-base MS office comparable products, for corporate users and individual users, for instance, small-business owners, students, and other individual who presently use MS office software application it can benefit from it. Presently, MS office software is sold at unreasonable cost, for instance, MS office 2007 Professional containing Microsoft Excel, Word, Access, Outlook, and PowerPoint costs approximately 499 USD for the retail customers. Even the students' primary

MS 2007 that have Word, PowerPoint, and Excel cost them approximately 149 USD; if Google provides such web-based products having similar reliability and user convenience, there is no reason customers cannot switch to it.

The last recommendation would be that the firm maintains boosting its shareholder value. Most of early workers of Google became millionaire because of its IPO. A number of them left Google to begin their personal business. Nonetheless, Google's share price has dropped since late 2007 after it hit 750 USD per share. The firm's share decreased in late 2008 due to the world financial recession. Even though, the company's share price recovered from 2009 and stood at 550 USD per share, this is still below all high time it hit in 2007 (Corporate Information 3).

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