

# Position paper - topic - inside the minds of google

Business



Instruction: Task: Minds of Google Inside the Minds of Google is a short video that offers an in-depth view of how Google operates since it got into the market 14 years ago. Ms Maria Bartiromo who is the public relations expert directs the viewer around on the plush offices of Google minds and how they operate in terms of innovation and creativity. This is essential for young people because it gives a glimpse of the hard work that goes into coming with a monumental innovation such as Google. In the same context, the roles and responsibilities among the Generation Y should not be limited by only one field or area expertise. Instead, different entities that cater for the youth should support them both financially and socially in order to realize their ambitions.

Additionally, IT experts and creative minds are stimulated by the success stories of the Google team in terms of working together to attain a common goal (Genzlinger 1). This implies that the aspect of Ms. Bartiromo to address the privacy issue is quite illuminating considering that complaints have been raised how Google handles such information. Therefore, it is imperative to note that security of internet users' should not contravened because this is a violation of one's private life. For example, there regular deletion of information contained in most databases of IT companies that are interconnected globally. This is why Google and security items have generated a fuss across different sectors of the nation. In other words, complaints of most modern innovations of technology being used to snoop into the private lives of citizens have even elicited fierce debate in the Congress. Therefore, suggestions have proposed the passing of legislation that monitors how IT companies handle the information of its clients and the legal action one is entitled to incase of a violation.

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In other words, this means that one of the most innovative and a successful company in the world is worried on how it is perceived by its more than one billion clients around the world. Similarly, from the video there is the chief executive of Google, Eric Schmidt explaining how the gigantic IT Company nurtures its workers by fostering a creative environment. This teaches IT managers and other leaders of other companies on the need to cater for its workers in order to attain results desired by the clients on time (Genzlinger 1). However, management should at times adopt its position depending on the existing environment of its workers and the expected goals and objectives. On that perspective, motivation of workers is paramount through salary increment, provision of rewards and consistent promotions. This would ensure enhanced performance of workers in the different sectors of the economy. Furthermore, the film offers some interesting sections on how Google is working to challenge the domination of Apple in the cell phone-application. The lesson from this segment is that competition is a healthy decision in any business venture. In terms of reinvention in a field, a new company that gets into the market has a role to be creative on its own.

#### Work Cited

Genzlinger, Neil. "Inside a Company That Mistook Itself for a Verb." New York Times 2 Dec. 2009. Retrieved from [http://www.nytimes.com/2009/12/03/arts/television/03mind.html?\\_r=1](http://www.nytimes.com/2009/12/03/arts/television/03mind.html?_r=1)