

Google

Technology



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Google I believe that Google has core competencies because it was able to make a breakthrough in the Internet business by transforming its technological tool into a profitable business, by relating its core competence with an innovative way to generate revenue flows and structuring its business with the correct mix of technology and innovation (Sugano, Goncalves and Figueira, p. 3). Google is acknowledged to be one of the online giants, together with Yahoo and Amazon. Google has focused on achieving a leadership position by offering the search engine and advertisement engine on the Web. The core competence of Google is based on the technology used in the search service which is capable of building and organizing a database which makes the Internet user easily find any information he is looking for (Sugano, Goncalves and Figueira, p. 12). Google's core competence is that it is able to match the users of the Internet with advertisers who are looking for leads. In addition, business ethics professor, Kevin Werbach also noted that Google's competence also lies in "scaling systems to handle the traffic and monetizing it" (Knowledge@Wharton, par. 17). Works Cited Knowledge@Wharton. To Diversify or Not to Diversify: What's at Stake for Online Giants in Growth Mode. 13 December 2006. Web. 20 April 2011. <http://knowledge.wharton.upenn.edu/article.cfm?articleid=1624> Sugano, Joel, Goncalves, Eduardo, and Figueira, Marianne. Business Model and Core Competence Refinement: Google Case Study. 2009. Web. 20 April 2011. <http://redalyc.uaemex.mx/pdf/973/97312500004.pdf>