

Case study assignment

[Linguistics](#), [English](#)



Google, Inc Case Analysis al Affiliation Alternative Strategies and Recommendations The aim of the strategy: “ to convince the market that Google could handle the balancing act between commerce and conscience and, in the process, re-establish their company as the innovative leader with a soul that it had in the past” (Case 1-1 Google, Inc., p. 22).

1. Two Viable and Realistic Alternative Strategies

A. Issue a Public Statement on Google’s Justification in Entering the China Market

B. Be Silent on the Matter Regarding Entry to the China Market yet advertise their conformity to serving the needs of a global population to signify being an innovative leader whose intentions are to serve the needs of people across cultures and nationalities.

2. Implications of the Alternative Strategies

A. Issuing a public statement that would justify entering the China market would put to rest any counterarguments and indicate that Google’s move was still consistent with their unofficial company motto: “ Don’t Be Evil”. Google could address the arguments that entry into the China market and abiding with the government’s law for censorship is the only logical, viable, and ethical solution for providing services to the China market and allowing access to the Google search engine, as against totally preventing their entry. Google could justify that among a magnanimous amount of information that could be accessed, only a few controversial issues were explicitly identified by Chinese government and they do justice to the government and to their Chinese clientele through abiding by these regulations.

B. Being silent is another strategy that would still indicate that Google does

not need to explain their entry into the China market since obviously, the organization has made every possible cost-benefit analysis and justifications that led to the decision. By being silent, Google affirms conformity to the same corporate mantra and as long as they do not violate any international law, the organization adheres to ethical, moral and legal standards. The focus is to advertise their focus on serving the global market to indicate that they are more concerned of unifying the world, than, being contributory to restrictive access.

3. Final Recommendation for Future Action

Actually, they could issue a public statement to justify their entry to the China market and at the same time design a promotional campaign that Google focuses on serving the global market by addressing the distinct needs and requirements of varied clientele.

4. Proposed Dissemination of Information

The information should be disseminated online – the medium that has consistently served as the vehicle for exhibiting their strengths and core competency.

Reference

Author. (Date). Book Title: Case 1-1 Google, Inc. Publisher