

Case study on yahoo!

Business



Yahoo! Case Study:

Yahoo! is one of the most developed American corporations specialized on the Internet technologies. The corporation offers a range of various Internet services which help the users work in the web easier. Yahoo is mostly associated with the search engine. It is one of the first search engines which became available in the Internet at the beginning of the 90-ies.

Yahoos is a bit older thanGoogle, that is why it is still popular and has devoted users who still use this search engine for their convenience. Except of the search engine Yahoo offers other services like mail, which is also widely used by the Internet surfers. Today there is a real war between Yahoo and Google, as they try to attract and steal users from each other. Google creates more and more services to win this competition and Yahoo will have to work hard to achieve Google's success in these points. Because of the Google activity the profit and popularity of Yahoo decreases gradually during the latest several years, that is why serious work should be done to restore the prestige and importance of the corporation in the Internet.

Being an important and popular Internet corporation Yahoo deserves discussion. Students who have to write a case study have to research the problem profoundly in order to get to know about the topic much. When one has to investigate the topic, he has to learn everything about Yahoo and its role for the Internet. Students should learn historical background of the corporation, value its contribution into the development of the Internet and world business, as the corporation earns much on advertising. Case study

writing is the research of a limited narrow problem connected with Yahoo and deep analysis of its reasons and consequences.

One has to read much about the case in the web and special scientific journals devoted to the Internet technologies. Most often case studies on Yahoo are based on the comparison with other corporations, like Google or certain problems connected with its search engine. so, a student is expected to research the case well and draw wise conclusions. Writing a case study is a serious process which is a challenge to inexperienced students who have never completed successful case studies themselves. Students are not taught how to write a case study properly, so they need help of the professional.

Free example case study on Yahoo inc is a good assistance for every student who needs useful piece of advice. It is possible to compose a good original paper with the correct structure, format, manner of writing and quality of the analysis just having a read a well-organized free sample case study on Yahoo search engine in the Internet prepared by an expert in this field.