

Google takes on the world

Business



Google was created by Larry Page and Sergey Brin in 1998. The pair developed a technologically advanced method of finding information on the Internet by using text matching techniques to find relevant web pages for users. It was this innovation that allowed Google to become the world's leading search engine.

Google has expanded and grown through a series of new product developments, acquisitions and partnerships. Like Apple, Google has lured the young and the early adopters by making the utilitarian - say, Gmail - seem hip. Part of the allure stems from the clean Euro-minimalist design of its applications. Part of it stems from the company's reputation for innovation.

(Dawn 2006) Google has played a major role in the computing and technology sectors. In internet computing, Google Chrome and Google are the most popularly used browser and search engine respectively. What has made these Google services popular is their ease of use. Google Mail (Gmail) has grown in popularity over time because it offers more storage for mail than Outlook or even Yahoo. Apart from the above, Google offers web and domain hosting; Google Docs provides a place to interact with other people while Google Groups provide forums to share ideas.

Google also offers advertising and marketing thus greatly promoting E-commerce. Google has achieved all these while addressing the major issues of internet security. Recently Google has entered into the world of mobile technology. Google started by owning Android - an open operating system

used in phones. Since then, Google Android mobile operating system has been gaining popularity.

It has been used in smart phones. The future looks bright for Google Android mobile operating system and research firm Gartner predicts the platform will grow to 14 percent of global Smartphone market in 2012 - beating Apple's iPhone, Windows Mobile and RIM's BlackBerry platform (Nusca 2009). Some researchers believe that Android will beat iPhone, Blackberry and Windows Mobile to second place behind Symbian by 2012. There are several reasons given by researchers. The reason is that Android is backed by Google which is renowned for its cloud services. Another reason is that, Android is improving rapidly and gaining popularity very fast.

The third is that Android will run on phones from different manufacturers hence it will quickly spread in the phone market. The two other reasons are that, Android is open source hence easier to quickly gain developers support and Android combines many wonderful and good qualities (Nusca 2009).

Google has also developed other applications for mobile phones. Examples of these are Google search engine for mobile phones, Google maps and Google latitude. Google's Android mobile is currently competing against Apple's iPhone and Nokia's Symbian. Clearly Google still has played a major role in communication and computer sectors. The new era will see Google reckoned as a force in the mobile technology