

Amazon, Apple, Facebook, and Google 2018

Introduction

The 2018 case today Amazon, Apple, Facebook, and Google disclose the rivalry between these four tech companies referred to as Big Four tech companies today dominating the global tech market and engaged in similar lines of business as e-commerce, digital advertising and marketing, smart hardware, smart software services, and smart AI.

Strategic Rivalry

Amazon, Apple, Facebook and Google are good examples of firms which have both complementary relationships and rivalry. For instance, Amazon and Apple compete within the digital entertainment and technology devices market, while Facebook and Google are the two biggest firms in the digital advertising market.

Market Control

The operations of such firms have attracted criticisms and concerns on dominant and bargaining power as well as regulatory actions. Authorities of almost all countries including the U. S and many European countries have begun probing practices that involve monopolization of markets, abuse of data privacy and other unfair business conducts.

Conclusion

The case of Amazon, Apple, Facebook, and Google is the best example of competition and cooperation and the issues of regulation as the key players in the global tech sector. The future behaviour of these firms will therefore be generally predicated on the accomplishment of the dual tasks of growth/innovation and compliance to changing regulations.

Recommendation

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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