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# ESTUDIO DE CASO DE GOOGLE

# Introduction

The Google Case Study looks at one of the world's leading technologically advanced companies and provides a detailed analysis of it. The case outlines the domain of the company and presents a variety of data on Google's plans and operations, as well as its position within the industry. Many important lessons can be learned from this case and it is an excellent source of information on how such a firm as Google has been able to sustain competitive advantage and further establish its dominance in the market that is characterized by dynamically changing technological environment.

# Background and Company Overview

Google is a multinational technology company founded in 1998 by two students Larry Page and Sergey Brin who today operates as a search engine company but has expanded highly. It is the company's mission to facilitate access to information that is organizationally ordered and made effectively usable by every human being on earth. Google has clients in search engine, advertising, cloud computing, and software and hardware industries, hence competing fiercely in several markets.



# Challenges and Opportunities

Not the least, Google still has its effecting factors like regulatory actions, privacy issues, and competition from the fellow technology goliaths. However, there some opportunities paving the way for industries like artificial intelligence, cloud and computing and smart devices. Therefore, by building on its strengths and managing these issues, Google can go on exceling.

## Conclusion

The Google Case from [thecase.solutions.com](http://thecase.solutions.com) presents a good perspective of the approaches used in the advancement of Google to the technology market. From this list of strategies one is able to see how innovation, market expansion, and managing of finances can be developed by individuals and businesses. This paper examines the critical success factors of Google and how this organisation has indeed been a flag bearer in the tech arena.

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# RESOURCE

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