# GOOGLE CASE STUDY

INTRODUCTION

An excellent actual life example of a technology company that operates on the principles of innovation and strategic management is Google. Hence, this particular case provides insights on Google's business model, the Company's culture, and the managerial choices that have enabled it rise the ladder to become a market leader.

BUSINESS MODEL

Certainly, Google relies heavily on advertising revenues to drive of major of its revenues. Its flagship is the search engine and while the services offered are free to users, the company realizes its revenues through behavioral advertisements. Google's policy of ad positioning and bidding on certain keywords has made the advertising landscape unveil a new face, where a business person is sure that his advertisements will reach the right ears.
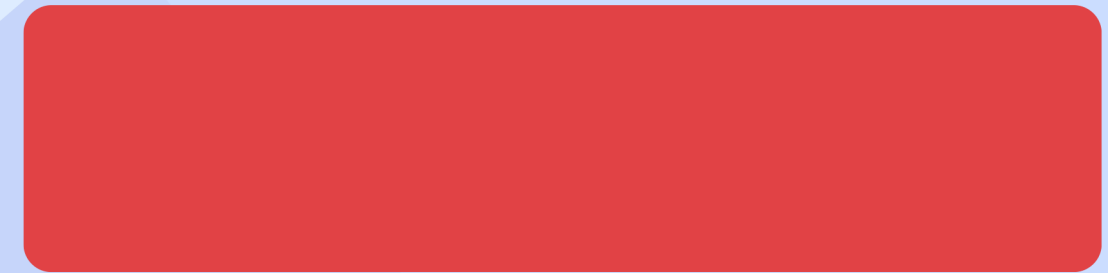
TECHNOLOGICAL INNOVATION

The essence of Google's positioning strategy is, however, based on a constant search for new technologies. Google has continued to spend large sums of cash in research and development that has seen it make some significant strides in AI, machine learning, and cloud services. Thus Google continued to be ahead in the technological arena of the IT industry and in offering superior products and services to its clients.

CONCLUSION

The dynamics of the business models in Google are a good example of how massive technology engagements should be backed up by sound business models and flexibility in the organizational culture, acquisitions, and constant reinvention of technology. Through recognizing and applying these components, one can easily obtain lessons that may be learned from Google's business success. For further elaborations and recommendations about the case, and all other cases on the site, go to thecasesolutions. com.

RESOURCE

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