

Management in Action: Case Study 3

Google's Strategy for Dominance

"We don't talk about our strategy ... because its strategic. I would rather have people think we're confused that let our competitors know what we're going to do."

-Larry Page, Google Co-founder

Sergey Brin and Larry Page met at Stanford University in 1995 when both were graduate students in computer science. At that time, Page was working on a software-development project designed to create and index of websites by scouring sites for key words and other linkages. Brin joined him on the project, and when they were satisfied that they'd developed something with commercial value, they tried to license the technology to other search companies. As luck would have it, they couldn't find a buyer and settled instead of procuring enough investment capital to keep refining and testing their product.

In 2000, Brin and Page ran across a discussion of a business model based on the concept of selling advertising in the form of sponsored links and search-specific ads. They adapted it to their own concept and went into business for themselves. They named their new venture as Google and, as you probably know, it has grown to become the world's largest search engine. Google generally processes more than 11,300 million searches a month by a user base of 380 million people in 181 different countries and using 146 languages. Following an IPO in 2004, the company's market capitalization rose steadily; it stood at more than \$ 243.65 billion by 2012, when Google controlled 66.7 percent of the U.S. search market (compared to Yahoo!'s 12.1 percent and Microsoft's 16.3 percent).

Google Strategy In 2012 Case Analysis Answers

Annelies Wilder-Smith



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