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Google Acquisition Strategy

Overview:

While advertising remains a core offering and the largest component from a revenue perspective, Google is increasingly focused on innovation and product/application integration to develop new businesses and business models. In addition to their own resources, Google is relying upon an aggressive acquisition strategy to help them expand in different business directions including advertising (improvements), social media, commerce, wireless/mobile, cloud business, and many more.

This research evaluates Google's acquisition history including new business models introduced by these acquisitions. The report also analyzes Google's acquisitions strategy, type of companies Google need, and why they are needed in support of Google's various business models.

Audience:

- **Competitors to Google:** Any company that either already has or is contemplating a competing line-of-business, application, product, service, etc.
- **Investor Community:** Investment banks, private equity, venture capital, angel fund investors, and any other entity seeking to invest in any venture that is impacted (positively or negatively) by Google
- **Small Companies and Start-up's:** Any small company or start-up that has a new idea or business that could be impacted (positively or negatively) by Google
- **Others:** Google continues to expand in depth and breadth of product areas and influence throughout many industries including search, media, communications, content, telephony, applications, and more.

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