

Your name: Ciara Murphy

	Company Studied
Name of company studied	Google
Articles you read about each company (online or print)	<p>"2013 Financial Tables Investor Relations" "Google." <i>2013 Financial Tables</i> "Investor Relations" "Google. Google, n.d. Web. 21 Feb. 2014. <https://investor.google.com/financial/tables.html>.</p> <p>(2013) "Google grows on people: Bottom-up leadership and minimalist management inspire innovation", <i>Strategic Direction</i>, Vol. 29 Iss: 9, pp.16 – 18</p> <p>Adamrah, Mustaqim. "Googles Move to Indonesia Faces Strange Obstacle." <i>Jakarta Post</i>. The Jakarta Post, 28 July 2011. Web. <http://www.thejakartapost.com/news/2011/07/28/google%E2%80%99s-move-indonesia-faces-%E2%80%98strange%E2%80%99-obstacle.html>.</p> <p>Ambellas, Shepard. "8 Robotics Companies Acquired by Google in Last 6 Months — Humans to Become Obsolete." <i>Before It's News</i>. N.p., 14 Dec. 2013. Web. 21 Feb. 2014. <http://beforeitsnews.com/alternative/2013/12/8-robotics-companies-acquired-by-google-in-last-6-months-humans-to-become-obsolete-2848872.html>.</p> <p>Ashton, James. "Google's Search for Its Future." <i>The Australian News</i>. The Australian, 4 Apr. 2011. Web. <http://www.theaustralian.com.au/news/features/googles-search-for-its-future/story-e6frg6z6-1226032875178>.</p> <p>Bradley T. Gale, Robert D. Buzzell, (1989) "Market perceived quality: Key strategic concept", <i>Strategy & Leadership</i>, Vol. 17 Iss: 2, pp.6 – 48</p> <p>Council, Young Entrepreneur. "Four Ingredients For A Winning Company Culture." <i>Forbes</i>. Forbes Magazine, 14 Nov. 2013. Web. 21 Feb. 2014. <http://www.forbes.com/sites/theyec/2013/11/14/four-ingredients-for-a-winning-company-culture/>.</p> <p>Cox, David. "The Internship: How Cinema Sold Its Soul – but Didn't Get Paid." <i>Theguardian.com</i>. Guardian News and Media, 01 July 2013. Web. 21 Feb. 2014.</p>

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Number of countries the company does business in	Google has offices in more than 60 countries and offers services on 180 Internet domains. The company offers interface in more than 130 languages.
Headquarters location	Mountain View, California
Number of employees	53,861
Gross Revenue in most recent year available	\$50,175,000,000
Names of the Chairman of the Board, CEO, President, CFO	<p>CEO and CO-Founder: Larry Page CFO: Patrick Pichette Chairman of the Board; Eric E. Schmidt</p> <p>President: There is no listed President of Google. Larry Page and Sergey Brin are the co-founders of the company. Google has a board of ten Senior Vice Presidents that serve as the leaders in their departments. The board consists of Nikesh Arora- Senior Vice President and Chief Business Officer, David C. Drummond- Senior Vice President Corporate Development and Chief Legal Officer, Patrick Pichette- Senior Vice President and Chief Financial Officer, Alan Eustace- Senior Vice President Knowledge, Salar Kamangar-Senior Vice President YouTube and Video, Srudhar Ramaswamy-Senior Vice President Ads and Commerce, Sundar Pichai- Senior Vice President Android, Chrome and Apps, Susan Wokcicki- Senior Vice President Ads and Commerce, Urs Holze- Senior Vice President Technical Infratstructure and Google Fellow, and Vic Gundotra- Senior Vice President Social.</p>
How is the company leadership described? Are they competent, admired, respected, etc.? **	Across the board Google's leadership is admired and praised. The leadership approach that Google has taken is what many believe, employees and researches alike, attribute to the company's success and rapid growth. What makes the leaders in this company so notable is their ultimate support and embodiment of the company's core values. The leaders foster success by acting as 'cultural ambassadors and connectors' to their employees. (Strategic Direction)

	<p>Those who hold said leadership roles within the community employ, what <i>Strategic Direction</i> calls, a bottom-up leadership strategy. What this strategy entails is creating an environment that nourishes innovation. Furthermore, leaders empower their employees by creating a sense of trust and serve as innovation enablers. Leaders ensure that teams within the company have a clear understanding of their tasks in the overall organization, ensuring that employees and teams are working and heading in the correct direction.</p> <p>Not only does the leadership exercised in Google encourage innovation and progress, it sustains innovation, ultimately creating prolonged success. The trust that is built between the leaders and the employees is long lasting and provides the foundation for a substantial relationship which allows for continued progression. Additionally, leadership roles in Google are not centralized. Google practices a distributed leadership strategy which allocates duties and power among multiple people rather than one person (Manimal & Wasdani). This avoids any autocratic tendencies that may result from an individual leader.</p>
Key Products/Services **	<p>Google offers a variety of different services. The company defines its main areas of service as; Web, Mobile, Media, Geo, Specialized Search, Home and Office, Social, and Innovation. Google’s most obvious service is its search engine, as it is the most popularly used search engine in the world. Google offers its own web-browser, Google Chrome, which the company boasts is “built for speed, simplicity and security’ (Google Co). Other services offered under the company’s Web department include a Toolbar, a Google driven search box that can be incorporated in any browser, and Bookmarks, allowing users to mark and prioritize any webpage for reference at a later date. The Specialized Search service that Google offers takes its Web service to a new level allowing users to search by category desired;, finance, patent, blog, scholar, or shopping, for example .</p> <p>Google not only dominates the realm of accessible information, it has an overwhelming presence in the personal lives of the average citizen. Through Google’s Media service, users have been able to connect with music, images, videos, books and literature, and news sources. YouTube, an extremely popular video viewing and sharing cite, is just one example of a service offered by Google under its media division. Google has made significant improvements in internet collaboration and communication through its Home and Office service. Gmail, Google’s email and instant messaging service, is now one of the most commonly used email hosting cites (not only for individuals, but companies and universities as well). Google offers various other services under Office and Home which enable personal and group project development.</p>

	<p>Through this service multiple users can collaborate and work on a project simultaneously from various geographic locations. Google docs, slides, sheets, forms, sites, calendar, and drawings are just some examples of the company's services that allow collaboration. Google translate, wallet, voice and drive are some of the services offered under Home and Office that make personal projects easier and more convenient. Google's Social service takes the collaborative, internet experience even farther by offering blog and thought outlets. Under this service Google offers its own social media site, Google +, and its own video chatting platform, Hangout, among other applications.</p> <p>Originally just an internet presence, Google has expanded into the mobile device market. The company owns and controls and Android operating system and owns part of the cellar phone company, Motorola. The Google company offers mobile browsers, a variety of cell-phone applications, and a mobile global positioning system. Under Geo services, Google offers users a real life views of any location on the planet, through Google Earth, and street views of a user's desired directional route, through Google Maps. Google also offers cultural and interactive opportunities through the Geo services. The Innovation service of Google offers ways to process data through Fusion Tables and Code. Most of the services that Google offers are provided at no cost.</p>
<p>Three adjectives that describe the company in the marketplace **</p>	<p>Google has a very distinct presence in the marketplace. The company has established themselves as a pioneering force by offering new and innovative services on the internet free of charge. Through the utilization of Google's sharing services, it is now possible for businesses to work in teams comprised of members from across the globe, at no cost. Services similar to those that are offered by Google did exist before the company's creation, however, the services were not as technologically advanced and users were required to pay a fee. Not only are expenses cut through the use of Google's services, but they have widened the doors of diversity in the business world, transitively improving the overall quality of the marketplace. Through the provision of free, technologically advanced services, Google proves itself as a pioneering force.</p> <p>Google is a dominating power in the marketplace. It is the most used search engine in the world with over one billion searches made every day. Google's social media site, Google+, reached 400 million total users as of September 2012, only one year after launching. That number has continued to grow, providing evidence that Google+ is on its way to becoming a dominating social media power. Gmail is just one more service where Google dominates the marketplace. As of June 2012 Gmail has been the world's biggest email supplier (Kroski).</p>

	<p>Google and its role as a dominating force in the marketplace has allowed the company to become extremely integrated in both the everyday lives of individuals and the marketplace. The phrase, “Google it”, has become common, every day, jargon among popular culture. This gives validation to Google’s popularity among users and thus success and domination in the marketplace. Due to Google’s accessibility and feasibility, the company is attractive to individual users, business users, and academic users. This attractiveness ultimately catalyzes the dependence on Google and Google services from society as a whole leading to the ultimate integration of the company.</p>
<p>What is their stock price? What was it 6 months ago? What is causing the rise or fall? **</p>	<p>The current stock price for the Google company is 1204.11. The stock price has risen 171.64 in the past 6 six months from 1032.47. On average, within the past 6 months, stock prices for Google have been rising. At an elementary level stock prices change as a result of the basic economic principles of supply and demand. When there is a greater demand for a stock than the price of the stock rises. Through analyzing the stock prices for Google and observing a relatively steady rise in stock prices since 2009, it can be assumed that Google, and ultimately Google’s business strategy, has impressed investors.</p> <p>Google’s innovation and increasing diversification is what is attracting the interest, and money, of so many. The company continues to make it evident that growth is on the agenda. With growth and expansion comes revenue (a company would hope). As revenues within Google continue to increase along with expansion, the company proves itself to be employing smart strategies and has gained the trust of investors.</p> <p>Google, within the last six months, as acquired eight different robotics companies, entering a new market altogether. Google has proven itself a leader of innovation and so these new acquisitions have alerted investors of potential revenue growth. The trust that Google has built with its investors gives rise to this innovation-stock price relationship.</p>
<p>Describe the company’s culture **</p>	<p>Google’s company culture has caught the attention of many. Google states that they try to maintain the ‘open culture’ that is so often associated with startup companies (Google Co). Communication is free flowing and highly encouraged within the culture of Google. The construction of Google offices creates an environment that physically encourages interaction with other employees, including communication with those in other teams. Communication is so encouraged and stressed that employees are able to directly approach those at the highest positions in the company. The avid promotion of communication and interaction creates comfortably within the company.</p>

	<p>Google’s culture promotes diversity. Google’s employees are demographically diverse. Race, gender, culture and economic discrimination cannot be found in Google’s company culture. In fact, Google’s culture is centered on employee satisfaction. The company provides its employees excellent medical and dental insurance, child care services, adoption services, and tuition reimbursement (Strickland). The promotion of employee satisfaction within Google is revolutionary.</p> <p>Google’s culture is even evident in the company’s hiring process. Rather than following the pattern of conventional companies which hire based upon experience, Google hires based upon determination, ability, and intelligence. This culture creates job opportunities for the younger demographic, ultimately benefiting the company’s quest for progression and continuous innovation. Perhaps this culture even eliminates company corruption in terms of the hiring process, giving job to those who deserve them rather than hiring those who have money and connections.</p>
<p>Describe the company’s values **</p>	<p>Google’s fundamental values revolve around innovation, satisfaction and availability. Google’s aim is to serve the customer and always ensure user satisfaction. The easy to use and conquer interfaces of all of the Google services allow quick and easy results among ‘Googlers’.</p> <p>Although Google’s main source of revenue is advertisement, the company does not allow said advertisements to directly interfere with the main objective of the service being used. Google services are free and provide fast results. The company states that it is always searching for ways to make their users more satisfied.</p> <p>Google was founded upon the value of available, easily accessible, information. As Google is able to provide tens of thousands of potential information resources to every search, within seconds, the company continues to stick true to this value. Google provides its resources in over 130 languages so it can be accessed by many and is available on 180 Internet domains (Google Co). Additionally, Google values speed and is constantly working to make information available as quickly as possible.</p> <p>Google values innovation. The company has been continuously expanding its services and projects since its start up. The company claims to give Google employees 20% of their work time to create and design, new, innovative ideas. Google aims to continuously improve and provide new, useful services to its users. The innovational core of Google continues to drive the company forward.</p>

<p>Describe in detail information from Chapter 5 and Chapter 9 as it relates to this company **</p>	<p>Google is evidently goal oriented thus partaking in goal oriented planning. Google's original goal was to be able to provide accessible information to everyone. As the company grows and expands this goal is the motor and provides the next step in the company's business plan. Google's business strategy consists of differentiation. The implementation and success of this strategy is what allows the company to remain at the top. Google has established itself in the minds of the users as a different and unique experience which ultimately creates the most satisfaction. As long as Google is able to remain unique from other companies that are similar, this strategy will continue to thrive.</p> <p>As well as differentiating, Google is also diversified. It is not a company that only provides one service, Google provides an array of services which transforms a service utilization into an experience. The organizational structure within the company is one that is unique. Although a clear hierarchy is in place and the company is departmentalized, communication between all levels of power and employment is encouraged. Additionally, unlike many companies, Google does not necessarily look for job specialization. The company values employees who are versatile and can move teams or departments.</p> <p>Google utilizes a matrix structure which allows the departments within the company to be linked in many ways. Being such a large company it only makes sense to operate in such a way in order to increase business efficiency. When focusing on innovation and development, Google utilizes employees from various departments creating cross-functional teams. By capitalizing on the knowledge and experiences of those with different jobs, the company is able to formulate a multitude of ideas.</p>
<p>Major business challenges facing the company **</p>	<p>As Google continues to expand globally it has been running into problems. A company based upon Western ideas, Google practices freedom of press and generally provides uncensored information. Although Google is nearly idolized in America and some European countries, not all governments take so keenly to Google's practices. For example, in 2011 Google's plan to begin operations in Indonesia did not go as planned. The laws of the country mandate that if a company desires to operate in Indonesia than the data center must be located in country. Due to the under-developed infrastructure of the country, Google was reluctant to oblige to these rules. The negotiation and deliberation that was necessary due to foreign and unfamiliar laws, put Google's plan for expansion at a standstill for a period.</p> <p>Google has also been running into problems on the home front. Users of</p>

	<p>the internet have become increasingly wearier of Google in regards to personal privacy. After paying an 8.5 million dollar settlement over a privacy breach, many users have lost faith in the company. Google is struggling to find ways to gain back that segment of the public’s trust. In attempts to appease its users Google has agreed to allow the Federal Trade Commission review its privacy procedures every couple of years (Takahashi).</p> <p>As Facebook becomes more than just a social media website, fear has risen that Facebook will soon become user’s main source of information. “Millions of Facebook users navigate from page to page according to fiends' recommendations, not through a search box” (Ashton). Facebook generated information is information that is encountered by coincidence, not through search. Additionally, what is encountered on Facebook tends to be for entertainment purposes. Google offers many more services and genres of information. I do not think that Facebook will prove to be a substantial threat.</p>
<p>Internet presence – is it effective? Please describe. **</p>	<p>Google has become the essence of the internet. Many browser’s start up pages are google.com, making it the first thing an internet user sees when they log on. Even if the startup page for a browser is not the Google homepage, it features a convenient Google toolbar which allows the user to search using the Google company at any time. Google has even evolved into becoming a highway of the internet, serving as the means of finding and connecting with other company’s homepages.</p> <p>Google’s internet presence does not end with its search engine capabilities. Virtually anything one wishes to accomplish on the internet one can accomplish through the utilization of Google and Google services. Whether for social, entertainment, or academic purposes, Google has an internet service for the need. Google has even managed to digitalize, through its internet presence, tasks that can be accomplished without the internet. For example Google Wallet eliminates the need for cash or credit cards virtualizing all of ones finances.</p> <p>Google serves as an educator in the internet community as it raises awareness of important social, cultural and historical events. Google does this through its daily Google doodle. Often, users find that the</p>

	<p>classic Google logo has been replaced with a drawing. These drawings double as a hyperlink which can take the user to information explaining the historical event it is celebrating, the social cause it is representing, or political movement it is supporting. Google is not intrusive as it raises awareness and educates its users, instead it plays upon human curiosity to make the learning interactive. Google is an internet presence that engages all parts of human life.</p>
<p>Advertising in other media – is it effective? Please describe. **</p>	<p>Google has mastered modern day advertising. The company has taken a very human, real approach to advertising. The company runs ads that often evoke sympathy, empathy or joy. The company’s ultimate goal in producing advertisements that cause such pure human feeling is to show internet users that Google affect people’s lives and transitively could affect one’s own life. For example, in 2013 Google launched a locally produced ad that showed a young boy utilizing Google products to improve his cricket skills. The audience is moved by the boy’s motivation and witnesses his progression, aided by Google, ultimately suggesting that everyone’s life can improve through the utilization of Google services.</p> <p>Google constantly launches interactive campaigns which markets their products. For example, on Facebook, Google recently posted a YouTube video that shows viewers how to build a LEGO creation using Google Chrome. Another interactive campaign geared towards younger users was a competition for K-12 students. The contest asked for the best Google Doodle and the winners would be featured and promoted by Google. By posting and engaging in such interactive campaigns Google is able to build a relationship and sense of caring between themselves and the user.</p> <p>Finally the most clever and innovative advertisement to date is the 2013 movie “The Internship”. This plot of this movie is centered on an internship opportunity at Google. Not only did the movie expose the innovative, progressive, and attractive employee environment of the Google company, but it served as a giant advertisement for the company and all of its services. The film featured Google Search, Google Docs, Google Hangouts, Gmail, Google Ads and Google Maps (The Guardian). Not only did the movie promote the services and environment of Google, it made becoming a Google employee seem to be the ultimate solution to every problems. Once employed by Google the two protagonists troubles were solved.</p>
<p>What are their target customer demographics? **</p>	<p>There is not a true target demographic for Google search engine. Google’s ultimate goal is to provide accessible information to everyone. However, this is unrealistic. A more accurate description of Google’s overall target demographic is anyone who has access to the internet and knows how to use it. Google can be used by any person looking for any</p>

	<p>type of information, for this reason, Google search engine does not try to market itself towards any specific group.</p> <p>Sub products and services of Google, however, do target certain demographics. For example services such as Picasa and Drawings target those who are more interested in art and creation. Services like Google Finance, Forms, and Fusion Tables are of more use to professionals, thus these services are targeted to such people. Google does have many services that, like Google search engine, can and will be utilized by most knowledgeable people.</p> <p>Android, owned by Google, is targeted to the same group as every other smart phone. The demographic that Google aims for when marketing the Android is in the 18-44 range. The smartphone provides convenience and accessibility and thus is targeted at those who value such things. Perhaps teenagers who are addicted to social media or business professionals constantly checking stocks and emails.</p>
<p>Does this company have a presence on Facebook? If so, how is it used? **</p>	<p>Google has a very large presence on Facebook. The company has hundreds of fan pages developed by third parties. The fan pages include all of the Google services offered and have thousands of likes each. Google itself has only two official fan pages for Google and Google Chrome. When the group is presented it displays the service being celebrated, a brief description of the service, how many likes it has received, what services others who have liked the presented service have liked, and how many of your Facebook friends have liked the service.</p> <p>The official Google fan page presents Google as a website with 15,711,469 likes. Facebook presents that people who like the Google group also like the Google Maps and Gmail groups on Facebook. 31 of my Facebook friends have liked Google. The official Google Chrome fan page presents Google Chrome as a software with 16,879,407 likes and suggests the AVG Technologies and avast! Antivirus fan pages. 49 of my friends have liked Google Chrome.</p> <p>The official Google page consist of inviting and colorful advertisements, promotions and promotional videos. This fan page promotes various other Google products and apps. The Google Chrome fan page is very similar to the Google page, although it is less encompassing in regards to its advertisements and seems to target to more of a tech savvy segment.</p>

<p>Describe their reputation in the marketplace based on research you conduct. **</p>	<p>Based on my research, I would describe Google’s place in the marketplace as respected and feared. Google is recognized by organizations and companies across various fields of interest as one of the most innovative and intelligent companies in existence (Pontin). The utilization of Google services and products by other businesses in the marketplace is another sign of respect. The companies believe that Google services will produce the most costly and effective results for their own business.</p> <p>Those in the search engine and email hosting industries around the world fear the size and competency of Google. Being the most used search engine and email host, Google poses some serious competition. As Google continues to add more services and advantageous related to its utilization, the competition almost becomes irrelevant. As Google begins to break down more and more international barriers it has the potential of eradicating or seriously diminishing its competition.</p> <p>Even those in markets unrelated to the internet are beginning to fear Google’s take over. As Google diversifies, its influence in both the business world and the cultural world rapidly grows. “Google isn't just the backbone of the Internet anymore. It's rapidly becoming the backbone of your entire life” (Kavach). Google’s exponential integration into individual lives is what is rising so much concern throughout the marketplace.</p>
<p>Find 3 people from this company that are on Linked In. Find at least one person who is in Human Resources or Recruiting. List the names of the three people, their title and where they received their undergraduate degree.</p>	<p>Ozge C. – Cross Product Activation and Strategy at Google. University of California, Berkeley</p> <p>Dawn S. – UX Lead Google Cloud Platform and Developer Infrastructure. Wichita State University</p> <p>Ron H. – Leadership Recruiter, Sales and Marketing at Google. Northwestern University</p>
<p>Who are their major competitors? **</p>	<p>Google’s most competitive competition includes Apple, Microsoft, Facebook, Amazon, Yahoo, and MSN. Google competes with Yahoo and MSN as a search engine and service provider. MSN and Yahoo both features similar services to Google such as searching capabilities, email services and toolbars. Google trumps both MSM and Yahoo in popularity.</p> <p>Google recently acquired a portion of the Motorola company granting Google wireless and smartphone technology. Along with Google’s operating system and cell phone application market, the new wireless and smartphone rights put Apple, Microsoft and Google head to head to</p>

	<p>head. Google has not yet developed its own smartphone to compete directly to the iPhone or the Windows Phone but there has been talk over the past couple of years of such a project developing.</p> <p>Facebook, as discussed earlier, competes with Google in regards to information sharing. Google, however has a much stronger and more legitimate hold on this service. Facebook and Google also compete on the social media platform. Facebook is vastly outperforming Google+ as of right now. Amazon serves as the main online shopping company competing directly with Google Shopping. Amazon's only notable business venture in the last two years, however, was the purchase of the robotics company Kiva (Levy and Womack).</p>
<p>Would you like to work for this company? Why or why not? **</p>	<p>It is a personal goal of mine to one day work for Google. I truly believe in the company's core values and would love to be a part of furthering the availability of knowledge and information. I am impressed with Google's global influence and presence and I ultimately strive to be a part of the company's further expansion. I would like to be a part of a Google research team that studies different cultures information intake behavior so that information delivery can be improved.</p> <p>The company's culture is very attractive to me. A company that takes care of its employees is inspiring. I am attracted to the tuition reimbursement program that Google offers which allows its employees a fresh financial slate. By offering its employees health and dental insurance, as well as child care services, Google shows that the company not only cares about its employees, but also its employee's families. Working for a company that helps alleviate the stress and worries of common financial burdens would allow me to fully concentrate on my work and truly devote myself.</p> <p>I admire Google's environment. A company where communication with all members is encouraged is an environment where I would thrive. I would enjoy being able to converse with my higher ups in an interactive situation—rather than only being talked at. The diversity of Google is incredible. Not only do more innovative ideas come out of diverse environments, but I would imagine that the individual employees learn a lot from one another and their experiences.</p>
<p>Would you invest in this company? Why or why not? **</p>	<p>I would invest in Google if I had the funds. Google has come very close to establishing itself as a monopoly of internet provided information. There has been no signs of Google's grip weakening its hold. As Google continues to offer incredible employee benefits, attracting the best and brightest in the industry, the company will continue to create and offer new and revolutionary services that advertisers will pay to be featured</p>

	<p>on. With this in mind, it is important to recognize that the company will continue to be considered profitable.</p> <p>Google is not a business that capitalizes on expensive or scarce resources, thus it does not have a foreseeable end. What Google ultimately provides is knowledge. Knowledge is free and infinitely desired. A future without the desire or need for knowledge is implausible in modern society. Google's core service can be defined as infinite thus investment in this company is extremely attractive.</p> <p>In addition to providing knowledge and other internet services, Google continues to be a leader of innovation. Where there is innovation, there is profit. Google has not been slowing down, it continues to diversify, expand, acquire and innovate. The company continues to attract curiosity, thus attracting users. As a company that has established a very loyal user base and continues to attract interest from additional members of the population, Google presents itself as a worthy investment.</p>
<p>What would you do differently if you were CEO? **</p>	<p>As a CEO of Google I would even further capitalize upon the company values and culture. As one of the largest companies in the world, Google has a lot of influence. As a company who stands for progressive ideals Google has a responsibility to help catalyze this progression. For example there have been theories that Google could help end the web censorship in China and the company has received much criticism for not making more efforts towards this (Smith). As the CEO of Google, I would try to use my influence more actively.</p> <p>Google's influence can also be further capitalized upon in America. As the CEO of Google, I would put forth efforts into raising awareness in regards to social injustices ongoing in our country. Funding or even designing a curriculum that educates Americans on national issues can make a world of difference. The lack of progression in America has a lot to do with ignorance. As the head of one of the nation's most influential companies, I would put more effort into education and awareness.</p> <p>Lastly, as the CEO of Google I would further develop Google+. Social media is an extremely important part of modern culture. Google+ needs to revamp to be made more attractive to users. This would potentially eliminate the competition of Facebook. To even further extend Google's influence, as CEO, I would start attempting to create a professional social media site similar to LinkedIn to capitalize on the professional market and potentially raise revenue.</p>