

Google

COMPANY OF DREAMS

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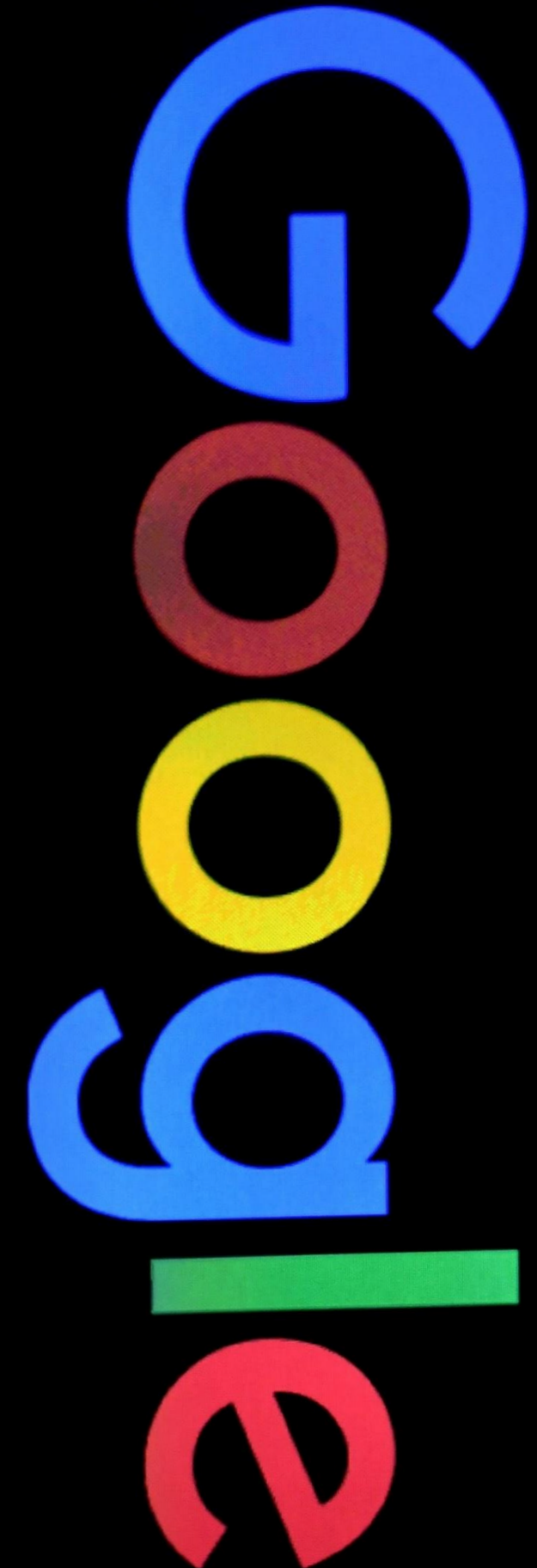
Google Inc. has been nestled under the umbrella of parent company Alphabet Inc. As of the most recently reported year, the American multinational internet company, headquartered in Mountain View, California, had 88,110 full-time employees. These perform their jobs at both U.S. locations and globally.

The Googleplex is the corporate headquarters complex of Google and its parent company Alphabet Inc, has more than 70 offices in 50 countries.

Number of employees

94 372

Google was founded in 1998 by Larry



MISSION STATEMENT

Google LLC's (formerly Google, Inc.) mission statement and vision statement reflect the powerful position of the company in the global market.

Founded in 1998, the company follows its corporate mission and corporate vision, leading to its current position as one of the most valuable

brands in the world. The company's mission statement defines the strategies of the business, such as the development of new products. The success of Google is directly connected to business efforts to fulfill its corporate mission and corporate vision. Such fulfillment supports the company's growth in the computer technology (software and hardware), cloud computing, consumer electronics, and digital content distribution industries.

Google LLC follows its corporate vision statement and corporate mission statement through strategies that support business growth. The resulting business condition helps the company counteract the effects of competitors like [Apple Inc.](#) and [Amazon.com Inc.](#), as well as [Facebook Inc.](#), Snap Inc. (Snapchat), and Twitter Inc., which have significant presence in the global online advertising market. Such strategies represent [Google's generic strategy for competitive advantage and intensive strategies for growth](#). Google's corporate mission and vision statements are used as bases for the company's strategic choices, especially in dealing with the external factors in the industry environment.

BUSINESS GOALS

Google's corporate mission is "to organize the world's information and make it universally accessible and useful." Ever since its beginnings, the company has focused on developing its proprietary algorithms to maximize effectiveness in organizing online

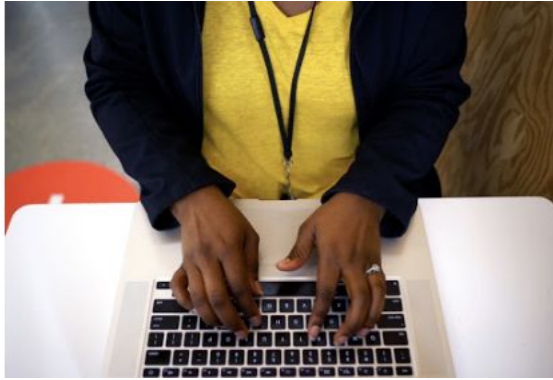
information. Google continues to focus on ensuring people's access to the information they need. The company's

mission statement adheres to a utilitarian benefit that the business provides to its users. In this regard, the following are the

primary elements of Google's corporate mission:

1. World's information
2. Organization
3. Universal accessibility
4. Usefulness

CAREER PATHS



Google's career paths include:
Engineering & Technology; Sales, Service & Support;
Marketing & Communications; Design; Business Strategy; Finance;
Legal; People; Facilities



Benefits

- GOOGLE RETIREMENT AND SAVINGS PLAN (PENSION AND INVESTMENT PLANS)
- HEALTH CARE AND HEALTH PLANS
- LIFE INSURANCE
- DISABILITY INSURANCE
- TIME OFF
- FLEXIBLE BENEFITS AT GOOGLE
- “FEEL GOOD” PERKS

THE COMPANY'S KEY COMPETITORS

In the total advertising revenue segment, Google competes with Yahoo and AOL along with employment website operator Monster Worldwide, online travel conglomerate Expedia ([EXPE](#)), media company Scripps Interactive ([SNI](#)), media conglomerate E.W. Scripps Company and online auctioneer eBay ([EBAY](#)). It also competes with the Gannett Company, Inc, which has the largest circulation of newspapers in the United States; entertainment and mass media multinational The Walt Disney Company ([DIS](#)); IAC Interactive ([IACI](#)), an Internet company with over 50 brands; social network company Facebook ([FB](#)); online travel website operator Priceline; the social media newcomer Twitter; the

LOCATIONS

- NORTH AMERICA
- LATIN AMERICA
- EUROPE
- ASIA PACIFIC
- AFRICA & MIDDLE EAST



GOOGLE IS MY DREAM COMPANY

The **company** provides latest tools and technology to its employees and a friendly work culture, making **Google** a favourite among job seekers. Career growth, rewarding salary structure and other additional perks makes **Google** a popular choice.