Activity 1: The PESTLE Model of Analysis
Element 1 Session R1.2

Name:

Consider factors in each category that could affect Google.

P	E	S	T	L	E
Political	Economic	Social	Technological	Legal	Environmental

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Extension

Google highlights 'focus on the user and all else will follow' as one of their 10 statements.
Consider the points you have highlighted in the PESTLE and identify how these either meet, or don't meet, the statement.

If it does not meet the statement, what could they have done different to change that?