



- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia store

- Interaction
- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page

- Tools
- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Page information
- Wikidata item
- Cite this page

- Print/export
- Create a book
- Download as PDF
- Printable version

- In other projects
- Wikimedia Commons
- Meta-Wiki
- Wikiquote
- Wikiversity

- Languages
- Afrikaans
- ★ አማርኛ
- ★ Ænglisc
- العربية
- অসমীয়া
- Asturianu
- Azərbaycanca
- تۆرکجه
- Bamanankan
- বাংলা
- Bahasa Banjar
- Bân-lâm-gú
- Беларуская
- Беларуская (тарашкевіца)
- भोजपुरी
- Български
- ★ Boarisch
- ★ Bosanski
- Brezhoneg
- Català
- ЧӀаӀашла
- Cebuano
- Čeština
- Cymraeg
- Dansk
- Deutsch
- Dolnoserbski
- ગુજરાતી
- Eesti
- Ελληνικά
- Español
- Esperanto
- ★ Euskara
- ★ فارسی
- Føroyskt
- Français
- Gaeilge
- Galego
- 贛語
- ગુજરાતી
- 客家語/Hak-kâ-ngî
- 한국어
- Հայերեն
- हिन्दी
- Hornjoserbsce
- Hrvatski
- Ido
- Bahasa Indonesia

Google

From Wikipedia, the free encyclopedia

*This article is about the company. For the search engine, see [Google Search](#). For other uses, see [Google \(disambiguation\)](#).
Not to be confused with [Googol](#).*

Google LLC^[5] is an American multinational technology company that specializes in Internet-related services and products, which include [online advertising technologies](#), [search engine](#), [cloud computing](#), software, and hardware. It is considered one of the [Big Four](#) technology companies, along with [Amazon](#), [Apple](#) and [Facebook](#).^{[6][7]}

Google was founded in 1998 by [Larry Page](#) and [Sergey Brin](#) while they were Ph.D. students at [Stanford University](#) in [California](#). Together they own about 14 percent of its shares and control 56 percent of the stockholder voting power through [supervoting](#) stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its headquarters in Mountain View, California, nicknamed the [Googleplex](#). In August 2015, Google announced plans to reorganize its various interests as a conglomerate called [Alphabet Inc.](#) Google is Alphabet's leading subsidiary and will continue to be the umbrella company for Alphabet's Internet interests. [Sundar Pichai](#) was appointed CEO of Google, replacing Larry Page who became the CEO of Alphabet.

The company's rapid growth since incorporation has triggered a chain of products, acquisitions, and partnerships beyond Google's core search engine ([Google Search](#)). It offers services designed for work and productivity ([Google Docs](#), [Google Sheets](#), and [Google Slides](#)), email ([Gmail/Inbox](#)), scheduling and time management ([Google Calendar](#)), cloud storage ([Google Drive](#)), social networking ([Google+](#)), instant messaging and video chat ([Google Allo](#), [Duo](#), [Hangouts](#)), language translation ([Google Translate](#)), mapping and navigation ([Google Maps](#), [Waze](#), [Google Earth](#), [Street View](#)), video sharing ([YouTube](#)), note-taking ([Google Keep](#)), and photo organizing and editing ([Google Photos](#)). The company leads the development of the [Android](#) mobile operating system, the [Google Chrome](#) web browser, and [Chrome OS](#), a lightweight operating system based on the Chrome browser. Google has moved increasingly into hardware; from 2010 to 2015, it partnered with major electronics manufacturers in the production of its [Nexus](#) devices, and it released multiple hardware products in October 2016, including the [Google Pixel](#) smartphone, [Google Home](#) smart speaker, [Google Wifi](#) mesh wireless router, and [Google Daydream](#) virtual reality headset. Google has also experimented with becoming an Internet carrier ([Google Fiber](#), [Project Fi](#), and [Google Station](#)).^[8]

Google.com is the most visited website in the world.^[9] Several other Google services also figure in the top 100 most visited websites, including [YouTube](#) and [Blogger](#). Google is the most valuable brand in the world as of 2017.^[10] but has received significant [criticism](#) involving issues such as [privacy concerns](#), tax avoidance, antitrust, [censorship](#), and search neutrality. Google's [mission statement](#) is "to organize the world's information and make it universally accessible and useful", and its unofficial slogan was "Don't be evil" until the phrase was removed from the company's code of conduct around May 2018.^{[11][12]}

Contents

- 1 History
 - 1.1 Financing (1998) and initial public offering (2004)
 - 1.2 Growth
 - 1.3 2013 onward
 - 1.4 Acquisitions and partnerships
 - 1.4.1 2000–2009
 - 1.4.2 2010–present
 - 1.5 Google data centers
 - 1.6 Alphabet
- 2 Products and services
 - 2.1 Advertising
 - 2.2 Search engine
 - 2.3 Enterprise services
 - 2.3.1 Business incubator
 - 2.4 Consumer services
 - 2.4.1 Web-based services
 - 2.4.2 Software
 - 2.4.3 Hardware
 - 2.5 Internet services
 - 2.6 Other products
 - 2.7 APIs
 - 2.8 Other websites
- 3 Corporate affairs and culture
 - 3.1 Innovation Time Off policy
 - 3.2 *The New York Times exposé* (2018)
 - 3.3 Employees
 - 3.4 Office locations and headquarters
 - 3.4.1 Mountain View
 - 3.4.2 New York City
 - 3.4.3 Other U.S. cities
 - 3.4.4 International locations
 - 3.5 Doodles
 - 3.6 Easter eggs and April Fools' Day jokes
 - 3.7 Philanthropy
 - 3.8 Tax avoidance
 - 3.9 Environment
 - 3.10 Lobbying
 - 3.11 Litigation
- 4 Criticism and controversy
 - 4.1 Legal controversies
- 5 See also
- 6 References
- 7 Further reading
- 8 External links

Google LLC



Google's logo since 2015



Google's headquarters, the Googleplex, in

August 2014

Formerly	Google Inc. (1998–2017)
Type	Subsidiary
Industry	Internet <div>Software</div> Computer hardware
Founded	September 4, 1998; 20 years ago in Menlo Park, California ^{[1][2]}
Founders	Larry Page <div>Sergey Brin</div>
Headquarters	1600 Amphitheatre Parkway, Mountain View, California, U.S. ^[3]
Area served	Worldwide
Key people	Sundar Pichai (CEO) <div>Ruth Porat (CFO)</div>
Products	List of Google products
Number of employees	85,050 ^[4] (Q1 2018)
Parent	Alphabet Inc. (2015–present)
Subsidiaries	List of subsidiaries
Website	google.com ^g

IsIenska
Italiano
עברית
Basa Jawa
Kabuye
ქართული
Kazaxqa
Kirundi
Kreyòl ayisyen
Kurdi
Қырғызча
ಕನ್ನಡ
لۆزى شومالې
Latina
Latviešu
Lietuvių
Magyar
मैथिली
Македонски
Malagasy
മലയാളം
მარტო
მარტალურტი
مصرى
ماڙيزى
Bahasa Melayu
Baso Minangkabau
Ming-dəng-nəŋ
Монгол
ᠨᠠᠬᠤᠳᠤᠯᠢᠰ
Nāhuatl
Nederlands
नेपाली
日本語
Norsk
Norsk nynorsk
Occitan
ଓଡ଼ିଆ
Oʻzbekcha/Ўзбекча
ଓମହାରି
پنجابی
پشتو
ԲԱՆԴՄԱՆ
Piemontèis
Plattduitsch
Polski
★ Português
Qaraqalpaqsha
Română
Runa Simi
Русский
Саха тыла
ᱥᱟᱦᱮᱵᱽᱫᱽᱯᱩᱨ
Scots
Shqip
Sicilianu
සිංහල
Simple English
سنڌي
Slovenčina
Slovensčina
Soomaaliga
کوردی
Српски / srpski
Srpskohrvatski /
српскохрватски
Basa Sunda
Suomi
Svenska
Tagalog
தமிழ்
Tatarça/tatarça
తెలుగు
ไทย
Тоҷикӣ
తొగడ
★ Türkçe
Türkmençe
Thuɔŋjäŋ
Українська
اردو
ئۇيغۇرچە / Uyghurche
Vèneto
Tiếng Việt
Walon
文言
West-Vlams
Winaray
吴语
ייִדיש
Yorùbá
粵語
Zazaki

History

Main article: *History of Google*

Google began in January 1996 as a research project by [Larry Page](#) and [Sergey Brin](#) when they were both PhD students at [Stanford University](#) in [Stanford, California](#).^[14]

While conventional search engines ranked results by counting how many times the search terms appeared on the page, the two theorized about a better system that analyzed the relationships among websites.^[15] They called this new technology **PageRank**; it determined a website's **relevance** by the number of pages, and the importance of those pages that linked back to the original site.^{[16][17]}

Page and Brin originally nicknamed their new search engine "BackRub", because the system checked backlinks to estimate the importance of a site.^{[18][19][20]} Eventually, they changed the name to Google; the name of the search engine originated from a misspelling of the word "googol",^{[21][22]} the number 1 followed by 100 zeros, which was picked to signify that the search engine was intended to provide large quantities of information.^[23] Originally, Google ran under Stanford University's website, with the domains *google.stanford.edu*^[24] and *z.stanford.edu*.^[25]

The domain name for Google was registered on September 15, 1997,^[26] and the company was incorporated on September 4, 1998. It was based in the garage of a friend (Susan Wojcicki^[14]) in Menlo Park, California. Craig Silverstein, a fellow PhD student at Stanford, was hired as the first employee.^{[14][27][28]}

Financing (1998) and initial public offering (2004)

Google was initially funded by an August 1998 contribution of \$100,000 from [Andy Bechtolsheim](#), co-founder of [Sun Microsystems](#); the money was given before Google was incorporated.^[30] Google received money from three other [angel investors](#) in 1998: [Amazon.com](#) founder [Jeff Bezos](#), Stanford University computer science professor [David Cheriton](#), and entrepreneur [Ram Shriram](#).^[31]

After some additional, small investments through the end of 1998 to early 1999,^[31] a new \$25 million round of funding was announced on June 7, 1999^[32] with major investors including the [venture capital](#) firms [Kleiner Perkins Caufield & Byers](#) and [Sequoia Capital](#).^[30]

Early in 1999, Brin and Page decided they wanted to sell Google to [Excite](#). They went to Excite CEO George Bell and offered to sell it to him for \$1 million. He rejected the offer. [Vinod Khosla](#), one of Excite's venture capitalists, talked the duo down to \$750,000, but Bell still rejected it. ^[33]

Google's [initial public offering](#) (IPO) took place five years later, on August 19, 2004. At that time Larry Page, Sergey Brin, and [Eric Schmidt](#) agreed to work together at Google for 20 years, until the year 2024.^[34]

At IPO, the company offered 19,605,052 shares at a price of \$85 per share.^{[35][36]} Shares were sold in an online auction format using a system built by **Morgan Stanley** and **Credit Suisse**, underwriters for the deal.^{[37][38]} The sale of \$1.67 bn (billion) gave Google a **market capitalization** of more than \$23bn.^[39] By January 2014, its market capitalization had grown to \$397bn.^[40] The vast majority of the 271 million shares remained under the control of Google, and many Google employees became instant paper millionaires. **Yahoo!**, a competitor of Google, also benefitted because it owned 8.4 million shares of Google before the IPO took place.^[41]

There were concerns that Google's IPO would lead to changes in company culture. Reasons ranged from shareholder pressure for employee benefit reductions to the fact that many company executives would become instant paper millionaires.^[42] As a reply to this concern, co-founders Brin and Page promised in a report to potential investors that the IPO would not change the company's culture.^[43] In 2005, articles in *The New York Times*^[44] and other sources began suggesting that Google had lost its anti-corporate, no evil philosophy.^{[45][46][47]} In an effort to maintain the company's unique culture, Google designated a Chief Culture Officer, who also serves as the Director of Human Resources. The purpose of the Chief Culture Officer is to develop and maintain the culture and work on ways to keep true to the core values that the company was founded on: a flat organization with a collaborative environment.^[48] Google has also faced allegations of *sexism* and *ageism* from former employees.^{[49][50]} In 2013, a *class action against* several *Silicon Valley* companies, including Google, was filed for alleged "no cold call" agreements which restrained the recruitment of high-tech employees.^[51]

The stock performed well after the IPO, with shares hitting \$350 for the first time on October 31, 2007,^[52] primarily because of strong sales and earnings in the [online advertising](#) market.^[53] The surge in stock price was fueled mainly by individual investors, as opposed to large institutional investors and [mutual funds](#).^[53] GOOG shares split into GOOG [class C shares](#) and GOOGL [class A shares](#).^[54] The company is listed on the [NASDAQ](#) stock exchange under the [ticker symbols](#) GOOGL and GOOG, and on the [Frankfurt Stock Exchange](#) under the ticker symbol GQ1. These ticker symbols now refer to Alphabet Inc., Google's holding company, since the fourth quarter of 2015.^[55]

Growth

In March 1999, the company moved its offices to [Palo Alto, California](#),^[56] which is home to several prominent [Silicon Valley](#) technology start-ups.^[57] The next year, Google began selling advertisements associated with search keywords against Page and Brin's initial opposition toward an advertising-funded search engine.^{[58][14]} To maintain an uncluttered page design, advertisements were solely text-based.^[59]

This model of selling keyword advertising was first pioneered by Goto.com, an [Idealab](#) spin-off created by [Bill Gross](#).^{[60][61]} When the company changed names to Overture Services, it sued Google over alleged infringements of the company's pay-per-click and bidding patents. Overture Services would later be bought by Yahoo! and renamed [Yahoo! Search Marketing](#). The case was then settled out of court; Google agreed to issue shares of common stock to Yahoo! in exchange for a perpetual license.^[62]

In 2001, Google received a patent for its PageRank mechanism.^[63] The patent was officially assigned to Stanford University and lists Lawrence Page as the inventor. In 2003, after outgrowing two other locations, the company leased an office complex from [Silicon Graphics](#), at 1600 Amphitheatre Parkway in [Mountain View, California](#).^[64] The complex became known as the [Googleplex](#), a play on the word [googolplex](#), the number one followed by a googol zeroes. The [Googleplex](#) interiors were designed by [Clive Wilkinson Architects](#). Three years later, Google bought the property from SGI for \$319 million.^[65] By that time, the name "Google" had found its way into everyday language, causing the verb "google" to be added to the [Merriam-Webster Collegiate Dictionary](#) and the [Oxford English Dictionary](#), denoted as: "to use the Google search engine to obtain information on the Internet".^{[66][67]} The first use of "Google" as a verb in [pop culture](#) happened on the TV series [Buffy the Vampire Slayer](#), in 2002.^[68]

In 2005, *The Washington Post* reported on a 700 percent increase in third-quarter profit for Google, largely thanks to large companies shifting their advertising strategies from newspapers, magazines, and television to the Internet.^[69] In January 2008, all the data that passed through Google's MapReduce software component had an aggregated size of 20 petabytes per day.^{[70][71][72]} In 2009, a *CNN* report about top political searches of 2009 noted that "more than a billion searches" are being typed into Google on a daily basis.^[73] In May 2011, the number of monthly unique visitors to Google surpassed one billion for the first time, an 8.4 percent increase from May 2010 (931 million).^[74]

The year 2012 was the first time that Google generated \$50 billion in annual revenue, generating \$38 billion the previous year. In January 2013, then-CEO Larry Page commented, "We ended 2012 with a strong quarter ... Revenues were up 36% year-on-year, and 8% quarter-on-quarter. And we hit \$50 billion in revenues for the first time last year – not a bad achievement in just a decade and a half."^[75]

In November 2018, Google announced its plan to expand its New York City office to a capacity of 12,000 employees. [76]

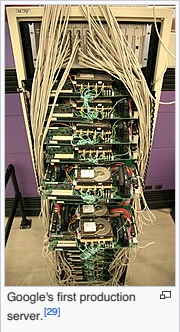
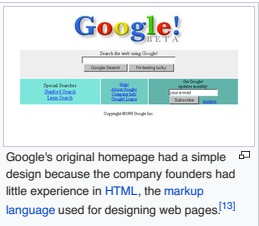
Google has a total of four offices in India, including its country headquarters in Hyderabad, and over 1 lakh sq ft office space leased in the First International Finance Centre in the [Bandra Kurla Complex](#).^[77]

2013 onward

Google announced the launch of a new company, called [Calico](#), on September 19, 2013, to be led by [Apple, Inc.](#) chairman [Arthur Levinson](#). In the official public statement, Page explained that the “health and well-being” company would focus on “the challenge of ageing and associated diseases”.^[78]

Google celebrated its 15-year anniversary on September 27, 2013, and in 2016 it celebrated its 18th birthday with an animated version of its logo (a “Google Doodle”),^[79] although it has used other dates for its official birthday.^[80] The reason for the choice of September 27 remains unclear, and a dispute with rival search engine [Yahoo! Search](#) in 2005 has been suggested as the cause.^{[81][82]}

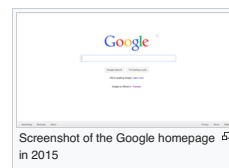
The [Alliance for Affordable Internet](#) (A4AI) was launched in October 2013; Google is part of the coalition of public and private organizations that also includes [Facebook](#), [Intel](#), and [Microsoft](#). Led by [Sir Tim Berners-Lee](#), the A4AI seeks to make Internet access more affordable so that access is broadened in the developing world, where only 31% of people are online. Google will help to decrease Internet access prices so they fall below the UN Broadband Commission's worldwide target of 5% of monthly income.^[83]



According to [Interbrand's](#) annual Best Global Brands report, Google has been the second most valuable brand in the world (behind [Apple Inc.](#)) in 2013 ^[86] 2014 ^[87] 2015 ^[88] and 2016, with a valuation of \$133 billion. ^[89]

In September 2015, Google engineering manager Rachel Potvin revealed details about Google's software code at an engineering conference. She revealed that the entire Google codebase, which spans every single service it develops, consists of over 2 billion lines of code. All that code is stored in a code repository available to all 25,000 Google engineers, and the code is regularly copied and updated on 10 Google data centers. To keep control, Potvin said Google has built its own "version control system", called "Piper", and that "when you start a new project, you have a wealth of libraries already available to you. Almost everything has already been done." Engineers can make a single code change and deploy it on all services at the same time. The only major exceptions are that the PageRank search results algorithm is stored separately with only specific employee access, and the code for the Android operating system and the Google Chrome browser are also stored separately, as they don't run on the Internet. The "Piper" system spans 85 TB of data. Google engineers make 25,000 changes to the code each day and on a weekly basis change approximately 15 million lines of code across 250,000 files. With that much code, automated bots have to help. Potvin reported, "You need to make a concerted effort to maintain code health. And this is not just humans maintaining code health, but robots too." Bots aren't writing code, but generating a lot of the data and configuration files needed to run the company's software. "Not only is the size of the repository increasing," Potvin explained, "but the rate of change is also increasing. This is an exponential curve."^{[90][91]}

As of October 2016, Google operates 70 offices in more than 40 countries.^[92] Alexa, a company that monitors commercial web traffic, lists Google.com as the most visited website in the world.^[9] Several other Google services also figure in the top 100 most visited websites, including YouTube^[93] and Blogger.^[94]



Main article: [List of mergers and acquisitions by Alphabet](#)



In 2001, Google acquired [Deja News](#), the operators of a large archive of materials from [Usenet](#).^{[95][96]} Google rebranded the archive as [Google Groups](#), and by the end of the year, it had expanded the history back to 1981.^{[97][98]}

In April 2003, Google acquired [Applied Semantics](#), a company specializing in making software applications for the online advertising space.^{[99][100]} The [AdSense](#) contextual advertising technology developed by Applied Semantics was adopted into Google's advertising efforts.^{[101][98]}

In 2004, Google acquired [Keyhole, Inc.](#)^[102] Keyhole's [eponymous](#) product was later renamed [Google Earth](#).

In April 2005, Google acquired [Urchin Software](#), using their Urchin on Demand product (along with ideas from Adaptive Path's Measure Map) to

create [Google Analytics](#) in 2006.

In October 2006, Google announced that it had acquired the video-sharing site YouTube for \$1.65 billion in Google stock,^{[103][104]} and the deal was finalized on November 13, 2006.^{[105][106]}

On April 13, 2007, Google reached an agreement to acquire [DoubleClick](#) for \$3.1 billion, transferring to Google valuable relationships that DoubleClick had with Web publishers and advertising agencies.^[107] The deal was approved despite anti-trust concerns raised by competitors [Microsoft](#) and [AT&T](#).^[108]

In addition to the many companies Google has purchased, the firm has partnered with other organizations for research, advertising, and other activities. In 2005, Google partnered with [NASA Ames Research Center](#) to build 1,000,000 square feet (93,000 m²) of offices.^[109]

In 2005 Google partnered with [AOL](#)^[110] to enhance each other's [video search](#) services. In 2006 Google and [Fox Interactive Media](#) of [News Corporation](#) entered into a \$900 million agreement to provide search and advertising on the then-popular social networking site [MySpace](#).^[111]

In 2007, Google began sponsoring [NORAD Tracks Santa](#), displacing the former sponsor AOL. NORAD Tracks Santa purports to follow [Santa Claus'](#) progress on [Christmas Eve](#),^[112] using Google Earth to "track Santa" in 3-D for the first time.^{[113][114]}

In 2008, Google developed a partnership with [GeoEye](#) to launch a satellite providing Google with high-resolution (0.41 m monochrome, 1.65 m color) imagery for Google Earth. The satellite was launched from [Vandenberg Air Force Base](#) on September 6, 2008.^[115] Google also announced in 2008 that it was hosting an archive of *Life Magazine*'s photographs.^{[116][117]}

In 2010, [Google Energy](#) made its first investment in a [renewable energy](#) project, putting \$38.8 million into two [wind farms](#) in [North Dakota](#). The company announced the two locations will generate 169.5 megawatts of power, enough to supply 55,000 homes. The farms, which were developed by [NextEra Energy Resources](#), will reduce fossil fuel use in the region and return profits. NextEra Energy Resources sold Google a twenty-percent stake in the project to get funding for its development.^[118] In February 2010, the [Federal Energy Regulatory Commission](#) FERC granted Google an authorization to buy and sell energy at market rates.^[119] The order specifically states that Google Energy—a subsidiary of Google—holds the “rights” for the sale of energy, capacity, and ancillary services at market-based rates”, but acknowledges that neither Google Energy nor its affiliates “own or control any generation or transmission” facilities.^[120] The corporation exercised this authorization in September 2013 when it announced it would purchase all the electricity produced by the not-yet-built 240-megawatt Happy Hereford wind farm.^[121]

Also in 2010, Google purchased [Global IP Solutions](#), a Norway-based company that provides web-based [teleconferencing](#) and other related services. This acquisition enabled Google to add telephone-style services to its list of products.^[122] On May 27, 2010, Google announced it had also closed the acquisition of the mobile ad network [AdMob](#). This occurred days after the [Federal Trade Commission](#) closed its investigation into the purchase.^[123] Google acquired the company for an undisclosed amount.^[124] In July 2010, Google signed an agreement with an Iowa wind farm to buy 114 megawatts of energy for 20 years.^[125]

On April 4, 2011, *The Globe and Mail* reported that Google bid \$900 million for 6000 [Nortel Networks](#) patents.^[126]

On August 15, 2011, Google made its largest-ever acquisition to date when it announced that it would acquire [Motorola Mobility](#) for \$12.5 billion^{[127][128]} subject to approval from regulators in the United States and Europe. In a post on Google's blog, Google Chief Executive and co-founder Larry Page revealed that the acquisition was a strategic move to strengthen Google's patent portfolio. The company's Android operating system has come under fire in an industry-wide patent battle, as Apple and Microsoft have sued Android device makers such as HTC, Samsung, and Motorola.^[129] The merger was completed on May 22, 2012, after the approval of [China](#).^[130]

This purchase was made in part to help Google gain Motorola's considerable patent portfolio on mobile phones and wireless technologies, to help protect Google in its ongoing patent disputes with other companies,^[131] mainly [Apple](#) and [Microsoft](#),^[129] and to allow it to continue to freely offer [Android](#).^[132] After the acquisition closed, Google began to restructure the Motorola business to fit Google's strategy. On August 13, 2012, Google announced plans to lay off 4000 Motorola Mobility employees.^[133] On December 10, 2012, Google sold the manufacturing operations of Motorola Mobility to [Flextronics](#) for \$75 million.^[134] As a part of the agreement, Flextronics will manufacture undisclosed Android and other mobile devices.^[135] On December 19, 2012, Google sold the Motorola Home business division of Motorola Mobility to [Arris Group](#) for \$2.35 billion in a cash-and-stock transaction. As a part of this deal, Google acquired a 15.7% stake in Arris Group valued at \$300 million.^{[136][137]}

In June 2013, Google acquired [Waze](#), a \$966 million deal.^[138] While Waze would remain an independent entity, its social features, such as its crowdsourced location platform, were reportedly valuable integrations between Waze and [Google Maps](#), Google's own mapping service.^[139]

On January 26, 2014, Google announced it had agreed to acquire [DeepMind Technologies](#), a privately held artificial intelligence company from [London](#). DeepMind describes itself as having the ability to combine the best techniques from machine learning and systems neuroscience to build general-purpose learning algorithms. DeepMind's first commercial applications were used in simulations, e-commerce and games. As of December 2013, it was reported that DeepMind had roughly 75 employees.^[140] Technology news website [Recode](#) reported that the company was purchased for \$400 million though it was not disclosed where the information came from. A Google spokesman would not comment of the price.^{[141][142]} The purchase of DeepMind aids in Google's recent growth in the artificial intelligence and robotics community.^[143]

On January 29, 2014, Google announced that it would divest Motorola Mobility to [Lenovo](#) for \$2.91 billion, a fraction of the original \$12.5 billion price paid by Google to acquire the company. Google retained all but 2000 of Motorola's patents and entered into cross-licensing deals ^[144]

On September 21, 2017, **HTC** announced a "cooperation agreement" in which it would sell non-exclusive rights to certain intellectual property, as well as smartphone talent, to **Google** for \$1.1 billion.^{[145][146][147]}

On December 6, 2017, Google made its first investment in **India** and picked up a significant minority stake in hyper-local concierge and delivery player Dunzo.^[148] The Bengaluru-based startup received \$12 million investment in Google's series B funding round.^[149]

On March 29, 2018, Google led a Series C funding round into online-to-offline fashion e-commerce start-up **Fynd**.^[150] It was its second direct investment in India with an undisclosed amount.^{[151][152]} In this way, Google is also looking to build an ecosystem in India across high-frequency hyper-local transactions as well as in the healthcare, financial services, and education sectors.

On August 23, 2018, Google deleted 39 **YouTube** accounts, 13 **Google+** accounts and 6 blogs on **Blogger** due to their engagement in politically motivated phishing, the deleted accounts were found to be tied with **Islamic Republic of Iran Broadcasting (IRIB)**.^{[153][154][155]}

Google data centers

See also: *Google data centers*

Google data centers are located in North and South America, Asia, Europe.^[156]

Traditionally, Google relied on **parallel computing** on commodity hardware^[157] like mainstream x86 computers similar to home PCs^[158] to keep costs per query low.^[159] In 2005, it started developing its own designs, which were only revealed in 2009.^[159]

In October 2013, *The Washington Post* reported that the U.S. **National Security Agency** intercepted communications between Google's data centers, as part of a program named **MUSCULAR**.^{[160][161]} This wiretapping was made possible because Google did not encrypt data passed inside its own network.^[162] Google began encrypting data sent between data centers in 2013.^[163]

Google's most efficient data center runs at 35 °C (95 °F) using only fresh air cooling, requiring no electrically powered air conditioning; the servers run so hot that humans cannot go near them for extended periods.^[164]

An August 2011 report estimated that Google had about 900,000 servers in their data centers, based on energy usage. The report does state that "Google never says how many servers are running in its data centers."^[165]

In December 2016, Google announced that—starting in 2017—it will power all of its data centers, as well as all of its offices, from 100% renewable energy. The commitment will make Google "the world's largest corporate buyer of renewable power, with commitments reaching 2.6 gigawatts (2,600 megawatts) of wind and solar energy". Google also stated that it does not count that as its final goal; it says that "since the wind doesn't blow 24 hours a day, we'll also broaden our purchases to a variety of energy sources that can enable renewable power, every hour of every day". Additionally, the project will "help support communities" around the world, as the purchase commitments will "result in infrastructure investments of more than \$3.5 billion globally", and will "generate tens of millions of dollars per year in revenue to local property owners, and tens of millions more to local and national governments in tax revenue".^{[166][167][168]}

Alphabet

Main article: *Alphabet Inc.*

On August 10, 2015, Google announced plans to reorganize its various interests as a **conglomerate** called **Alphabet**. Google became Alphabet's leading subsidiary, and will continue to be the umbrella company for Alphabet's Internet interests. Upon completion of the restructure, **Sundar Pichai** became CEO of Google, replacing **Larry Page**, who became CEO of Alphabet.^{[169][170][171]}

On September 1, 2017, Google Inc. announced its plans of restructuring as a **limited liability company**, Google LLC, as a wholly owned subsidiary of XXVI Holdings Inc., which is formed as a subsidiary of Alphabet Inc. to hold the equity of its other subsidiaries, including Google LLC and other bets.^[172]

Products and services

See also: *List of Google products*

Advertising

As per its 2017 Annual report, Google generates most of its revenues from advertising. This includes sales of apps, purchases made in-app, digital content products on google and YouTube, android and licensing and service fees, including fees received for Google Cloud offerings. 46% of this was from clicks (cost per clicks), amounting to US\$109,652 million in 2017. This includes three principal methods, namely **AdMob**, **AdSense** (such as AdSense for Content, **AdSense** for Search, etc.) and DoubleClick AdExchange.^[173]

For the 2006 fiscal year, the company reported \$10.492 billion in total advertising revenues and only \$112 million in licensing and other revenues.^[174] In 2011, 96% of Google's revenue was derived from its advertising programs.^[175] In addition to its own algorithms for understanding search requests, Google uses technology from the company **DoubleClick**, to project user interest and target advertising to the search context and the user history.^{[176][177]}

In 2007, Google launched "**AdSense for Mobile**", taking advantage of the emerging mobile advertising market.^[178]

Google Analytics allows website owners to track where and how people use their website, for example by examining click rates for all the links on a page.^[179] Google advertisements can be placed on third-party websites in a two-part program. Google's **AdWords** allows advertisers to display their advertisements in the Google content network, through a cost-per-click scheme.^[180] The sister service, Google **AdSense**, allows website owners to display these advertisements on their website and earn money every time ads are clicked.^[181]

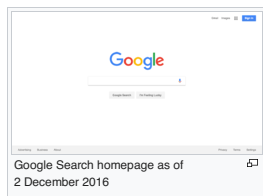
One of the criticisms of this program is the possibility of **click fraud**, which occurs when a person or automated script clicks on advertisements without being interested in the product, causing the advertiser to pay money to Google unduly. Industry reports in 2006 claimed that approximately 14 to 20 percent of clicks were fraudulent or invalid.^[182]

In February 2003, Google stopped showing the advertisements of **Oceana**, a non-profit organization protesting a major cruise ship's sewage treatment practices. Google cited its editorial policy at the time, stating "Google does not accept advertising if the ad or site advocates against other individuals, groups, or organizations."^[183] In June 2008, Google reached an advertising agreement with Yahoo!, which would have allowed Yahoo! to feature Google advertisements on its web pages. The alliance between the two companies was never completely realized because of **antitrust** concerns by the **U.S. Department of Justice**. As a result, Google pulled out of the deal in November 2008.^{[184][185]}

In July 2016, Google started rejecting all flash-based adverts replacing them by HTML5. Google's plan was to go "100% HTML5" beginning on January 2, 2017.^[186]

Search engine

Main articles: *Google Search* and *Google Images*



According to **comScore** market research from November 2009, **Google Search** is the dominant search engine in the United States market, with a **market share** of 65.6%.^[187] Google **indexes** billions of web pages to allow users to search for the information they desire through the use of keywords and **operators**.^[188]

In 2003, *The New York Times* complained about Google's **indexing**, claiming that Google's **caching** of content on its site infringed its copyright for the content.^[189] In both *Field v. Google* and *Parker v. Google*, the United States District Court of **Nevada** ruled in favor of Google.^{[190][191]} The publication *2600: The Hacker Quarterly* has compiled a list of words that google's new **instant search feature** will not search.^[192]

Google also hosts **Google Books**. The company began scanning books and uploading limited previews, and full books were allowed, into its new book search engine. The **Authors Guild**, a group that represents 8,000 U.S. authors, filed a class action suit in a New York City federal court against Google in 2005 over this service. Google replied that it is in compliance with all existing and historical applications of copyright

laws regarding books.^[193] Google eventually reached a revised settlement in 2009 to limit its scans to books from the U.S., the UK, Australia, and Canada.^[194] Furthermore, the Paris Civil Court ruled against Google in late 2009, asking it to remove the works of La Martinière (**Éditions du Seuil**) from its database.^[195] In competition with **Amazon.com**, Google sells digital versions of new books.^[196]



On July 21, 2010, in response to [Bing](#), Google updated its image search to display a streaming sequence of [thumbnails](#) that enlarge when pointed at. Although web searches still appear in a batch per page format, on July 23, 2010, dictionary definitions for certain English words began appearing above the linked results for web searches.^[197]

The "Hummingbird" update to the Google search engine was announced in September 2013. The update was introduced over the month prior to the announcement and allows users ask the search engine a question in natural language rather than entering keywords into the search box.^[198]

In August 2016, Google announced two major changes to its mobile search results. The first change removes the "mobile-friendly" label that highlighted easy to read pages from its mobile search results page. For the second change, the company—starting on January 10, 2017—will punish mobile pages that show intrusive [interstitial advertisements](#) when a user first opens a page. Such pages will also rank lower in Google search results.^[199]

In May 2017, Google enabled a new "Personal" tab in Google Search, letting users search for content in their Google accounts' various services, including email messages from [Gmail](#) and photos from [Google Photos](#).^{[200][201]}

Enterprise services

Main article: [G Suite](#)

[G Suite](#) is a monthly subscription offering for organizations and businesses to get access to a collection of Google's services, including [Gmail](#), [Google Drive](#) and [Google Docs](#), [Google Sheets](#) and [Google Slides](#), with additional administrative tools, unique domain names, and 24/7 support.^[202]

[Google Search Appliance](#) was launched in February 2002, targeted toward providing search technology for larger organizations.^[14] Google launched the [Mini](#) three years later, which was targeted at smaller organizations. Late in 2006, Google began to sell Custom Search Business Edition, providing customers with an advertising-free window into Google.com's index. The service was renamed Google Site Search in 2008.^[203] Site Search customers were notified by email in late March 2017 that no new licenses for Site Search would be sold after April 1, 2017, but that customer and technical support would be provided for the duration of existing license agreements.^{[204][205]}

On March 15, 2016, Google announced the introduction of Google Analytics 360 Suite, "a set of integrated data and marketing analytics products, designed specifically for the needs of enterprise-class marketers" which can be integrated with [BigQuery](#) on the Google Cloud Platform. Among other things, the suite is designed to help "enterprise class marketers" "see the complete customer journey", generate "useful insights", and "deliver engaging experiences to the right people".^[206] Jack Marshall of *The Wall Street Journal* wrote that the suite competes with existing marketing cloud offerings by companies including [Adobe](#), [Oracle](#), [Salesforce](#), and [IBM](#).^[207]

Business incubator

On September 24, 2012,^[208] Google launched [Google for Entrepreneurs](#), a largely not-for-profit [business incubator](#) providing startups with [co-working spaces](#) known as Campuses, with assistance to startup founders that may include workshops, conferences, and mentorships.^[209] Presently, there are 7 Campus locations in [Berlin](#), [London](#), [Madrid](#), [Seoul](#), [São Paulo](#), [Tel Aviv](#), and [Warsaw](#).

Consumer services

Web-based services

Google offers [Gmail](#), and the newer variant [Inbox](#),^[210] for [email](#),^[211] [Google Calendar](#) for time-management and scheduling,^[212] [Google Maps](#) for mapping, navigation and [satellite imagery](#),^[213] [Google Drive](#) for cloud storage of files,^[214] [Google Docs](#), [Sheets](#) and [Slides](#) for productivity,^[214] [Google Photos](#) for photo storage and sharing,^[215] [Google Keep](#) for [note-taking](#),^[216] [Google Translate](#) for language translation,^[217] [YouTube](#) for video viewing and sharing,^[218] and [Google+](#), [Allo](#), and [Duo](#) for social interaction.^{[219][220][221]}

Software

Google develops the [Android mobile operating system](#),^[222] as well as its [smartwatch](#),^[223] [television](#),^[224] [car](#),^[225] and [Internet of things](#)-enabled [smart devices](#) variations.^[226]

It also develops the [Google Chrome](#) web browser,^[227] and [Chrome OS](#), an operating system based on Chrome.^[228]

Hardware

In January 2010, Google released [Nexus One](#), the first Android phone under its own, "Nexus", brand.^[229] It spawned a number of phones and tablets under the "Nexus" branding^[230] until its eventual discontinuation in 2016, replaced by a new brand called, [Pixel](#).^[231]

In 2011, the [Chromebook](#) was introduced, described as a "new kind of computer" running [Chrome OS](#).^[232]

In July 2013, Google introduced the [Chromecast](#) dongle, that allows users to stream content from their smartphones to televisions.^{[233][234]}

In June 2014, Google announced [Google Cardboard](#), a simple cardboard viewer that lets user place their smartphone in a special front compartment to view [virtual reality](#) (VR) media.^{[235][236]}

In April 2016, [Recode](#) reported that Google had hired Rick Osterloh, [Motorola Mobility](#)'s former President, to head Google's new hardware division.^[237] In October 2016, Osterloh stated that "a lot of the innovation that we want to do now ends up requiring controlling the end-to-end user experience",^[231] and Google announced several hardware platforms:

- The [Pixel](#) and [Pixel XL](#) smartphones with the [Google Assistant](#), a next-generation contextual voice assistant, built-in.^[238]
- [Google Home](#), an [Amazon Echo](#)-like voice assistant placed in the house that can answer voice queries, play music, find information from apps (calendar, weather etc.), and control third-party smart home appliances (users can tell it to turn on the lights, for example).^[239]
- [Daydream View virtual reality](#) headset that lets [Android](#) users with compatible Daydream-ready smartphones put their phones in the headset and enjoy VR content.^[240]
- [Google Wifi](#), a connected set of [Wi-Fi](#) routers to simplify and extend coverage of home Wi-Fi.^[241]

Internet services

In February 2010, Google announced the [Google Fiber](#) project, with experimental plans to build an ultra-high-speed broadband network for 50,000 to 500,000 customers in one or more American cities.^{[242][243]} Following Google's corporate restructure to make [Alphabet Inc.](#) its parent company, Google Fiber was moved to Alphabet's Access division.^{[244][245]}

In April 2015, Google announced [Project Fi](#), a mobile virtual network operator, that combines Wi-Fi and cellular networks from different telecommunication providers in an effort to enable seamless connectivity and fast Internet signal.^{[246][247][248]}

In September 2016, Google began its Google Station initiative, a project for public Wi-Fi at railway stations in India. Caesar Sengupta, VP for Google's next billion users, told *The Verge* that 15,000 people get online for the first time thanks to Google Station and that 3.5 million people use the service every month. The expansion meant that Google was looking for partners around the world to further develop the initiative, which promised "high-quality, secure, easily accessible Wi-Fi".^[249] By December, Google Station had been deployed at 100 railway stations.^[250] and in February, Google announced its intention to expand beyond railway stations, with a plan to bring citywide Wi-Fi to [Pune](#).^{[251][252]}

As of October 2018, [Orange](#) has teamed up with Google in order to create a [transatlantic](#) undersea cable to share data between the United States and France at faster speeds. Planned to begin operation in 2020, the cable is purported to transfer information at rates "more than 30 terabits per second, per [fibre] pair". The cable will span approximately 6600 [kilometers](#) in length.^[253]

Other products

Google launched its [Google News](#) service in 2002, an automated service which summarizes news articles from various websites.^[254] In March 2005, [Agence France Presse](#) (AFP) sued Google for copyright infringement in federal court in the District of Columbia, a case which Google settled for an undisclosed amount in a pact that included a license of the full text of AFP articles for use on Google News.^[255]

In May 2011, Google announced [Google Wallet](#), a mobile application for wireless payments.^[256]

In 2013, Google launched [Google Shopping Express](#), a delivery service initially available only in San Francisco and Silicon Valley.^[257]

[Google Alerts](#) is a content [change detection](#) and [notification](#) service, offered by the [search engine](#) company Google. The service sends emails to the user when it finds new results—such as web pages, newspaper articles, or blogs—that match the user's search term.^{[258][259][260]}



Google's search appliance at the 2008 RSA Conference

In July 2015 Google released **DeepDream**, an image recognition software capable of creating psychedelic images using a **convolutional neural network**.^{[261][262][263]}

Google introduced its Family Link service in March 2017, letting parents buy **Android Nougat**-based Android devices for kids under 13 years of age and create a Google account through the app, with the parents controlling the apps installed, monitor the time spent using the device, and setting a "Bedtime" feature that remotely locks the device.^{[264][265][266]}

In April 2017, Google launched AutoDraw, a web-based tool using **artificial intelligence** and **machine learning** to recognize users' drawings and replace scribbles with related **stock images** that have been created by professional artists.^{[267][268][269]} The tool is built using the same technology as QuickDraw, an experimental game from Google's Creative Lab where users were tasked with drawing objects that algorithms would recognize within 20 seconds.^[270]

In May 2017, Google added "Family Groups" to several of its services. The feature, which lets users create a group consisting of their family members' individual Google accounts, lets users add their "Family Group" as a collaborator to shared albums in **Google Photos**, shared notes in **Google Keep**, and common events in **Google Calendar**. At announcement, the feature is limited to Australia, Brazil, Canada, France, Germany, Ireland, Italy, Japan, Mexico, New Zealand, Russia, Spain, United Kingdom and United States.^{[271][272]}

APIs

Google APIs are a set of **application programming interfaces** (APIs) developed by Google which allow communication with **Google Services** and their integration to other services. Examples of these include Search, Gmail, Translate or Google Maps. Third-party apps can use these APIs to take advantage of or extend the functionality of the existing services.

Other websites

Google Developers is Google's site for **software development** tools, APIs, and technical resources. The site contains documentation on using Google developer tools and APIs—including discussion groups and blogs for developers using Google's developer products.

Google Labs was a page created by Google to demonstrate and test new projects.

Google owns the top-level domain **1e100.net** which is used for some servers within Google's network. The name is a reference to the scientific **E notation** representation for 1 googol,

1

E

100

=

1

×

10

100

.^[273]

In March 2017, Google launched a new website, opensource.google.com, to publish its internal documentation for Google Open Source projects.^{[274][275]}

In June 2017, Google launched "We Wear Culture", a searchable archive of 3,000 years of global fashion. The archive, a result of collaboration between Google and over 180 museums, schools, fashion institutes, and other organizations, also offers curated exhibits of specific fashion topics and their impact on society.^{[276][277]}

Corporate affairs and culture



Eric Schmidt

On *Fortune* magazine's list of the best companies to work for, Google ranked first in 2007, 2008 and 2012,^{[278][279][280]} and fourth in 2009 and 2010.^{[281][282]} Google was also nominated in 2010 to be the world's most attractive employer to graduating students in the Universum Communications talent attraction index.^[283] Google's corporate philosophy includes principles such as "you can make money without doing evil," "you can be serious without a suit," and "work should be challenging and the challenge should be fun."^[284]

Innovation Time Off policy

As a motivation technique, Google uses a policy known as Innovation Time Off, where Google engineers are encouraged to spend 20% of their work time on projects that interest them. Some of Google's services, such as Gmail, Google News, *Orkut*, and AdSense originated from these independent endeavors.^[285] In a talk at Stanford University, *Marissa Mayer*, Google's Vice-President of Search Products and User Experience until July 2012, showed that half of all new product launches in the second half of 2005 had originated from the Innovation Time Off.^[286]

The New York Times exposé (2018)

On 25 October 2018, *The New York Times* published the *exposé*, "How Google Protected *Andy Rubin*, the 'Father of Android'". The company subsequently announced that "48 employees have been fired over the last two years" for sexual misconduct.^[287] A week after the article appeared, **Google X** (renamed X Development LLC in 2015) executive Rich DeVaul resigned pursuant to a complaint of *sexual harassment*.^[288]

Employees

As of March 2018, Google has 85,050 employees.^[4] Google's 2017 diversity report states that 31 percent of its workforce are women and 69 percent are men, with the ethnicity of its workforce being predominantly white (56%) and Asian (35%).^[290] Within tech roles, however, 20 percent were women; and 25 percent of leadership roles were held by women.^[290] The report also announced that *Intel*'s former vice-president, *CDO*, and *CHRO* Danielle Brown would be joining Google as its new Vice-President of Diversity.^[290] A March 2013 report was presented at EclipseCon2013 which detailed that Google had over 10,000 developers based in more than 40 offices.^[291]^[*needs update*]

Google's employees are hired based on a hierarchical system. Employees are split into six hierarchies based on experience and can range "from entry-level data center workers at level one to managers and experienced engineers at level six."^[292]

Following the company's IPO in 2004, founders Sergey Brin and Larry Page and CEO Eric Schmidt requested that their **base salary be cut to \$1**. Subsequent offers by Google to increase their salaries were turned down, primarily because their main compensation continues to come from owning stock in Google. Before 2004, Schmidt made \$250,000 per year, and Page and Brin each received an annual salary of \$150,000.^[293]

In March 2008, *Sheryl Sandberg*, then vice-president of global online sales and operations, began her position as chief operating officer of Facebook.^{[294][295]} In 2009, early employee *Tim Armstrong* left to become CEO of *AOL*. In July 2012, Google's first female engineer, *Marissa Mayer*, left Google to become *Yahoo!*'s CEO.^[296]

In January 2017, Google employees donated over \$2 million to a crisis fund in support of **refugees**; the company matched the donation with an additional \$2 million. Employees then organized a global workplace **walk-out**, aided by the **hashtag** #GooglersUnite, to protest U.S. President **Donald Trump**'s **Muslim travel ban**.^{[297][298]}

In late 2017, former *Intel* executive *Diane Bryant* became Chief Operating Officer of **Google Cloud**.^[299]

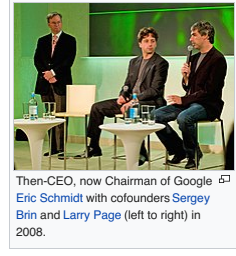
On 1 November 2018, Google employees staged a global walk-out to protest the company's handling of sexual harassment complaints, including the **golden parachute** exit of former executive *Andy Rubin*.^[300] more than 20,000 employees and contractors participated.^[301] CEO *Sundar Pichai* was reported to be in support of the protests.^[302]

Office locations and headquarters

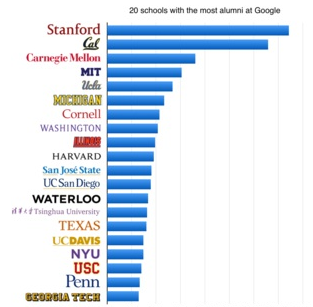
Mountain View

*Main article: **Googleplex***

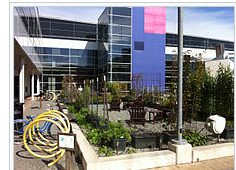
Google's headquarters in **Mountain View**, California is referred to as "the **Googleplex**", a play on words on the number **googolplex** and the headquarters itself being a *complex* of buildings. The lobby is decorated with a piano, **lava lamps**, old server clusters, and a projection of search queries on the wall. The hallways are full of exercise balls and bicycles. Many employees have access to the corporate recreation center. Recreational amenities are scattered throughout the campus and include a workout room with weights and rowing machines, locker rooms, washers and dryers, a massage room, assorted video games, **table football**, a baby grand piano, a billiard table, and ping pong. In addition to the



Then-CEO, now Chairman of Google *Eric Schmidt* with cofounders *Sergey Brin* and *Larry Page* (left to right) in 2008.



New employees are called "Nooglers," and are given a **propeller beanie cap** to wear on their first Friday.^[289]





Bicycles painted in the corporate color scheme are available for free use by any employee traveling around the Googleplex

recreation room, there are snack rooms stocked with various foods and drinks, with special emphasis placed on nutrition.^[303] Free food is available to employees 24/7, with the offerings provided by paid vending machines *prorated* based on and favoring those of better nutritional value.^[304]

Google's extensive amenities are not available to all of its workers. Temporary workers such as book scanners do not have access to shuttles, Google cafes, or other perks.^[305]

New York City

In 2006, Google moved into about 300,000 square feet (27,900 m²) of office space in New York City, at **111 Eighth Avenue** in Manhattan. The office was designed and built specially for Google, and houses its largest advertising sales team, which has been instrumental in securing large partnerships.^[306] The New York headquarters includes a game room, micro-kitchens, and a video game area.^[307] In 2010, Google bought the building housing the headquarter, in a deal that valued the property at around \$1.9 billion, the biggest for a single building in the United States that year.^{[308][309]} In February 2012, Google moved additional employees to the New York City campus, with a total of around 2,750 employees.^[310]

Google's New York City location continued to expand in 2018. In March of that year, Google's parent company Alphabet bought **Chelsea Market** building for \$2.4 billion nearby its current New York HQ. The sale is touted as one of the most expensive real estate transactions for a single building in the history of New York.^{[311][312][313][314]} The same December, it was announced that a \$1 billion, 1,700,000-square-foot (160,000 m²) headquarters for Google would be built in Manhattan's **Hudson Square** neighborhood.^{[315][316]} Called Google Hudson Square, the new campus is projected to more than double the number of Google employees working in New York City.^[317]

Other U.S. cities

By late 2006, Google established a new headquarters for its AdWords division in **Ann Arbor, Michigan**.^[318] In November 2006, Google opened offices on **Carnegie Mellon's** campus in **Pittsburgh**, focusing on shopping-related advertisement coding and *smartphone applications* and programs.^{[319][320]} Other office locations in the U.S. include **Atlanta, Georgia**; **Austin, Texas**; **Boulder, Colorado**; **Cambridge, Massachusetts**; **San Francisco, California**; **Seattle, Washington**; **Kirkland, Washington**; **Birmingham, Michigan**; **Reston, Virginia**, and **Washington, D.C.**^[321]

In October 2006, the company announced plans to install thousands of **solar panels** to provide up to 1.6 megawatts of electricity, enough to satisfy approximately 30% of the campus' energy needs.^[322] The system will be the largest **solar power system** constructed on a U.S. corporate campus and one of the largest on any corporate site in the world.^[322] In addition, Google announced in 2009 that it was deploying herds of **goats** to keep grassland around the Googleplex short, helping to prevent the threat from seasonal bush fires while also reducing the **carbon footprint** of mowing the extensive grounds.^{[323][324]} The idea of trimming lawns using goats originated from **Bob Widlar**, an engineer who worked for **National Semiconductor**.^[325] In 2008, Google faced accusations in *Harper's Magazine* of being an "energy glutton". The company was accused of employing its "**Don't be evil**" motto and its public **energy-saving** campaigns to cover up or make up for the massive amounts of energy its servers require.^[326]

International locations

Internationally, Google has over 78 offices in more than 50 countries.^[327] It also has product research and development operations in cities around the world, namely **Sydney** (birthplace location of **Google Maps**)^[328] and **London** (part of **Android** development).^[329]

In November 2013, Google announced plans for a new **London** headquarter, a notable 1 million square foot office able to accommodate 4,500 employees. Recognized as one of the biggest ever commercial property acquisitions at the time of the deal's announcement in January,^[330] Google submitted plans for the new headquarter to the **Camden Council** in June 2017. The new building, if approved, will feature a rooftop garden with a running track, giant moving blinds, a swimming pool, and a multi-use games area for sports.^{[331][332]}

In May 2015, Google announced its intention to create its own campus in **Hyderabad, India**. The new campus, reported to be the company's largest outside the United States, will accommodate 13,000 employees.^{[333][334]}

Doodles

*Main article: **Google Doodle***

Since 1998, Google has been designing special, temporary alternate logos to place on their **homepage** intended to celebrate **holidays**, events, achievements and people. The first Google **Doodle** was in honor of the **Burning Man Festival** of 1998.^{[335][336]} The doodle was designed by **Larry Page** and **Sergey Brin** to notify users of their absence in case the servers crashed. Subsequent Google Doodles were designed by an outside contractor, until Larry and Sergey asked then-intern **Dennis Hwang** to design a logo for **Bastille Day** in 2000. From that point onward, Doodles have been organized and created by a team of employees termed "Doodlers".^[337]

Easter eggs and April Fools' Day jokes

*Main articles: **List of Google April Fools' Day jokes** and **List of Google Easter eggs***

Google has a tradition of creating **April Fools' Day** jokes. On April 1, 2000, **Google MentalPlex** allegedly featured the use of mental power to search the web.^[338] In 2007, Google announced a free Internet service called **TISP**, or Toilet Internet Service Provider, where one obtained a connection by flushing one end of a **fiber-optic** cable down their toilet.^[339] Also in 2007, Google's Gmail page displayed an announcement for **Gmail Paper**, allowing users to have email messages printed and shipped to them.^[340] In 2008, Google announced Gmail Custom time where users could change the time that the email was sent.^[341]

In 2010, Google changed its company name to Topeka in honor of **Topeka, Kansas**, whose mayor changed the city's name to Google for a short amount of time in an attempt to sway Google's decision in its new **Google Fiber Project**.^{[342][343]} In 2011, Google announced **Gmail Motion**, an interactive way of controlling Gmail and the computer with body movements via the user's webcam.^[344]

Google's services contain **easter eggs**, such as the **Swedish Chef's** "Bork bork bork," **Pig Latin**, "Hacker" or **leetspeak**, **Elmer Fudd**, **Pirate**, and **Klingon** as language selections for its search engine.^[345] The search engine calculator provides the **Answer to the Ultimate Question of Life, the Universe, and Everything** from Douglas Adams' *The Hitchhiker's Guide to the Galaxy*.^[346] When searching the word "recursion", the spell-checker's result for the properly spelled word is exactly the same word, creating a recursive link.^[347]

When searching for the word "**anagram**," meaning a rearrangement of letters from one word to form other valid words, Google's suggestion feature displays "Did you mean: nag a ram?"^[348] In Google Maps, searching for directions between places separated by large bodies of water, such as Los Angeles and Tokyo, results in instructions to " **kayak** across the **Pacific Ocean**." During **FIFA World Cup 2010**, search queries including "**World Cup**" and "**FIFA**" caused the "Goooo...gle" page indicator at the bottom of every result page to read "Goooo...all!" instead.^[349]

Philanthropy

*Main article: **Google.org***

In 2004, Google formed the not-for-profit philanthropic **Google.org**, with a start-up fund of \$1 billion.^[350] The mission of the organization is to create awareness about **climate change**, global public health, and global poverty. One of its first projects was to develop a viable **plug-in hybrid electric vehicle** that can attain 100 miles per gallon. Google hired **Larry Brilliant** as the program's executive director in 2004^[351] and Megan Smith has since replaced him as director.^[352]

In 2008, Google announced its "project 10¹⁰⁰" which accepted ideas for how to help the community and then allowed Google users to vote on their favorites.^[353] After two years of silence, during which many wondered what had happened to the program,^[354] Google revealed the winners of the project, giving a total of ten million dollars to various ideas ranging from non-profit organizations that promote education to a website that intends to make all legal documents public and online.^[355]

In March 2007, in partnership with the **Mathematical Sciences Research Institute** (MSRI), Google hosted the first **Julia Robinson Mathematics Festival** at its headquarters in Mountain View.^[356] In 2011, Google donated 1 million euros to **International Mathematical Olympiad** to support the next five annual International Mathematical Olympiads (2011–2015).^{[357][358]} In July 2012, Google launched a "**Legalize Love**" campaign in support of **gay rights**.^[359]

Tax avoidance

*Further information: **Corporation tax in the Republic of Ireland § Multinational tax schemes***

Google Mountain View campus garden



Google's New York City office building houses its largest advertising sales team.

Google uses various [tax avoidance strategies](#). Out of the [five largest American technology companies](#), it pays the lowest taxes to the countries of origin of its revenues. Google between 2007 and 2010 saved \$3.1 billion in taxes by shuttling non-U.S. profits through [Ireland](#) and the [Netherlands](#) and then to [Bermuda](#). Such techniques lower its non-U.S. tax rate to 2.3 per cent, while normally the corporate tax rate in for instance the UK is 28 per cent.^[360] This has reportedly sparked a French investigation into Google's [transfer pricing](#) practices.^[361]

Following criticism of the amount of corporate taxes that Google paid in the United Kingdom, Chairman Eric Schmidt said, "It's called capitalism. We are proudly capitalistic." During the same December 2012 interview, Schmidt confirmed that the company had no intention of paying more to the UK exchequer.^[362]

Google Vice-President [Matt Brittin](#) testified to the [Public Accounts Committee](#) of the UK House of Commons that his UK sales team made no sales and hence owed no sales taxes to the UK.^[363] In January 2016, Google reached a settlement with the UK to pay £130m in back taxes plus higher taxes in future.^[364]

In 2017, Google channeled \$22.7 billion from the Netherlands to Bermuda to reduce its tax bill.^[365]

Environment

Since 2007, Google has aimed for carbon neutrality in regard to its operations.^[366]

Google disclosed in September 2011 that it "continuously uses enough electricity to power 200,000 homes", almost 260 million watts or about a quarter of the output of a nuclear power plant. Total carbon emissions for 2010 were just under 1.5 million metric tons, mostly due to fossil fuels that provide electricity for the data centers. Google said that 25 percent of its energy was supplied by renewable fuels in 2010. An average search uses only 0.3 watt-hours of electricity, so all global searches are only 12.5 million watts or 5% of the total electricity consumption by Google.^[367]

In 2007, Google launched a project centered on developing renewable energy, titled the "Renewable Energy Cheaper than Coal (RE<C)" project.^[368] However, the project was canceled in 2014, after engineers Ross Koningstein and David Fork understood, after years of study, that "best-case scenario, which was based on our most optimistic forecasts for renewable energy, would still result in severe climate change", writing that they "came to the conclusion that even if Google and others had led the way toward a wholesale adoption of renewable energy, that switch would not have resulted in significant reductions in carbon dioxide emissions".^[369]

In June 2013, *The Washington Post* reported that Google had donated \$50,000 to the [Competitive Enterprise Institute](#), a [libertarian think tank](#) that calls human carbon emissions a positive factor in the environment and argues that global warming is not a concern.^[370]

In July 2013, it was reported that Google had hosted a fundraising event for Oklahoma Senator [Jim Inhofe](#), who has called climate change a "hoax".^[371] In 2014 Google cut ties with the [American Legislative Exchange Council](#) (ALEC) after pressure from the Sierra Club, major unions and Google's own scientists because of ALEC's stance on climate change and opposition to renewable energy.^[372]

In November 2017, Google bought 536 megawatts of wind power. The purchase made the firm reach 100% renewable energy. The wind energy comes from two power plants in South Dakota, one in Iowa and one in Oklahoma.^[373]

Lobbying

In 2013, Google ranked 5th in [lobbying](#) spending, up from 213th in 2003. In 2012, the company ranked 2nd in campaign donations of technology and Internet sections.^[374]

Litigation

Main article: [Google litigation](#)

Google has been involved in a number of lawsuits including the [High-Tech Employee Antitrust Litigation](#) which resulted in Google being one of four companies to pay a \$415 million settlement to employees.^[375]

On June 27, 2017, the company received a record fine of €2.42 billion from the [European Union](#) for "promoting its own shopping comparison service at the top of search results."^[376] Commenting on the penalty, *New Scientist* magazine said: "The hefty sum – the largest ever doled out by the EU's competition regulators – will sting in the short term, but Google can handle it. Alphabet, Google's parent company, made a profit of \$2.5 billion (€2.2 billion) in the first six weeks of 2017 alone. The real impact of the ruling is that Google must stop using its dominance as a search engine to give itself the edge in another market: online price comparisons." The company disputed the ruling.^[377]

Criticism and controversy

Main articles: [Criticism of Google](#) and [Censorship by Google](#)

Google's market dominance has led to prominent media coverage, including [criticism of the company](#) over issues such as [aggressive tax avoidance](#),^[378] [search neutrality](#), [copyright](#), [censorship](#) of search results and content,^[379] and [privacy](#).^{[380][381]} Other criticisms include alleged misuse and manipulation of search results, its use of others' [intellectual property](#), concerns that its [compilation of data](#) may violate people's [privacy](#), and the [energy consumption](#) of its servers, as well as concerns over traditional business issues such as [monopoly](#), [restraint of trade](#), [anti-competitive practices](#), and [patent infringement](#).

Former [Deputy Defense Secretary](#) [Robert O. Work](#) in 2018 criticizes Google and its employees have stepped into a *[Moral Hazard](#)* for themselves as not continuing Pentagon's [artificial intelligence](#) project while helping the autocratic communist China's AI technology that could be used against the United States in a conflict. He described Google as hypocritical, given it has opened an AI center in China and "Anything that's going on in the AI center in China is going to the Chinese government and then will ultimately end up in the hands of the Chinese military." Work said. "I didn't see any Google employee saying, 'Hmm, maybe we shouldn't do that.'" Google's dealings with China is decrying as unpatriotic.^{[382][383][384][385]}

Google adhered to the [Internet censorship policies of China](#),^[386] enforced by means of filters colloquially known as "The [Great Firewall of China](#)". *The Intercept* reported in August 2018 that Google is developing for the people's Republic of China a censored version of its search engine (known as [Dragonfly](#)) "that will blacklist websites and search terms about human rights, democracy, religion, and peaceful protest".^{[387][388]}

[Chairman of the Joint Chiefs of Staff](#) General [Joseph Dunford](#) also criticizes Google as "it's inexplicable" that it continue investing in autocratic [communist China](#), who uses [censorship technology](#) to restrain freedoms and [crackdown people](#) there and has long history of [intellectual property](#) and [patent](#) theft which hurts U.S. companies, while simultaneously not renewing further research and development collaborations with [the Pentagon](#). He said "I'm not sure that people at Google will enjoy a world order that is informed by the norms and standards of Russia or China." He urges Google work directly with the U.S. government instead of making controversial inroads into China. Senator [Mark Warner](#) (D-VA) criticized Dragonfly evidences China's success at "recruit[ing] Western companies to their information control efforts" while China exports cyber and censorship infrastructure to [authoritarian](#) regimes like Venezuela, Ethiopia, and Pakistan.^{[389][390][391]}

Google's [mission statement](#), from the outset, was "to organize the world's information and make it universally accessible and useful",^[392] and its unofficial slogan is "[Don't be evil](#)".^[393] In October 2015, a related motto was adopted in the Alphabet corporate code of conduct by the phrase: "Do the right thing".^[394] The original motto was retained in the code of conduct of Google, now a subsidiary of Alphabet.^[11]

Google's commitment to such robust idealism has been increasingly called into doubt due to a number of the firm's actions and behaviors which appear to contradict this.^{[395][396]}

Following media reports about [PRISM](#), NSA's massive electronic [surveillance program](#), in June 2013, several technology companies were identified as participants, including Google.^[397] According to leaks of said program, Google joined the PRISM program in 2009.^[398]

On August 8, 2017, Google fired employee James Damore after he distributed [a memo](#) throughout the company which argued that "Google's ideological echo chamber" and bias clouded their thinking about diversity and inclusion, and that it is also biological factors, not discrimination alone, that cause the average woman to be less interested than men in technical positions.^[399] Google CEO Sundar Pichai accused Damore in violating company policy by "advancing harmful gender stereotypes in our workplace", and he was fired on the same day.^{[400][401][402]} *New York Times* columnist [David Brooks](#) argued Pichai had mishandled the case, and called for his resignation.^{[403][404]}

Reportedly, Google's influenced [New America](#) think tank to expel their Open Markets research group, after the group has criticized Google monopolistic power and supported the [EU \\$2.7B fine of Google](#).^{[405][406]}

Google has worked with the [United States Department of Defense](#) on drone software through the 2017 "Project Maven" that could be used to improve the accuracy of [drone strikes](#).^[407] Thousands of Google employees, including senior engineers, have signed a letter urging Google CEO [Sundar Pichai](#) to end a controversial contract with the Pentagon.^[408] In response to the backlash, Google ultimately decided to not renew their DoD contract, set to expire in 2019.^[409]

Legal controversies

In 2017, David Elliot and Chris Gillespie argued before the [Ninth Circuit of the United States Court of Appeals](#) that "google" had suffered [genericide](#). The controversy began in 2012 when Gillespie acquired 763 domain names containing the word "google." Google promptly filed a complaint with the [National Arbitration Forum](#) (NAF). Elliot then filed a petition for canceling the Google trademark. Ultimately, the court ruled in favor of Google because Elliot failed to show a preponderance of evidence showing the genericide of "google."^[410]

On 10 December 2018, a New Zealand court ordered that the name of a man accused of murdering British traveller [Grace Millane](#) be withheld from the public. The next morning, Google named the man in an email it sent people who had subscribed to "what's trending in New Zealand".^[411] Lawyers warned that this could compromise the trial, and Justice Minister Andrew Little said that Google was in contempt of court.^{[412][413]} Google said that it had been unaware of the court order, and that the email had been created by algorithms.

See also

- AngularJS
- Comparison of web search engines
- Don't Be Evil
- Google (verb)
- Google Balloon Internet
- Google Catalogs
- Google China
- Google bomb
- Google Chrome Experiments
- Google Get Your Business Online
- Google logo
- Google Maps
- Google platform
- Google Street View
- Google tax
- Google Ventures – venture capital fund
- Google X
- Life sciences division of Google X
- Googlebot – web crawler
- Googolization
- List of Google apps for Android
- List of mergers and acquisitions by Alphabet
- Living Stories
- Apple, Inc.
- Outline of Google
- Reunion*
- Ungoogable

 [Google portal](#)  [Alphabet portal](#)  [Internet portal](#)  [Companies portal](#)  [San Francisco Bay Area portal](#)

References

- ↑ "Company – Google" 2015-01-16. Archived from the original on 2015-01-16. Retrieved 2018-09-13.
- ↑ Claburn, Thomas (September 24, 2008). "Google Founded By Sergey Brin, Larry Page... And Hubert Chang?!" *InformationWeek*. UBM plc. Archived from the original on June 28, 2011. Retrieved January 22, 2017.
- ↑ "Locations — Google Jobs" Retrieved September 27, 2013.
- ↑ "Alphabet Announces First Quarter 2018 Results" (PDF) (Press release). Mountain View, California: Alphabet Inc. April 23, 2018. p. 1. Archived (PDF) from the original on May 17, 2018. Retrieved May 17, 2018. "Alphabet Inc. (NASDAQ: GOOG, GOOGL) today announced financial results for the quarter ended March 31, 2018. [...] Q1 2018 financial highlights[.] The following summarizes our consolidated financial results for the quarters ended March 31, 2017 and 2018 [...] [...] Number of employees [as of] Three Months Ended March 31, 2018 [is] 85,050[.]"
- ↑ "Alphabet Finishes Reorganization With New XXVI Company" Bloomberg L.P. September 1, 2017. Retrieved October 31, 2017.
- ↑ Rivas, Teresa. "Ranking The Big Four Tech Stocks: Google Is No. 1, Apple Comes In Last" *www.barrons.com*. Retrieved 2018-12-27.
- ↑ "Bloomberg - Are you a robot?" *www.bloomberg.com*. Retrieved 2018-12-27.
- ↑ Sam Byford, The Verge. "Google Station is a new platform that aims to make public Wi-Fi better" *September 27, 2016*. Retrieved May 22, 2018.
- ↑ "google.com Traffic Statistics" *Alexa Internet*. November 25, 2016. Retrieved November 27, 2016.
- ↑ "Google is now the world's most valuable brand" *The Independent*. February 1, 2017. Retrieved August 31, 2017.
- ↑ "Google Code of Conduct" *Alphabet*. Retrieved August 31, 2017.
- ↑ Conger, Kate. "Google Removes 'Don't Be Evil' Clause From Its Code of Conduct".
- ↑ Williamson, Alan (January 12, 2005). "An evening with Google's Marissa Mayer" *Alan Williamson*. Archived from the original on September 21, 2011. Retrieved July 5, 2010.
- ↑ *b c d e* "Our history in depth" *Google Company*. Archived from the original on April 1, 2012. Retrieved July 15, 2017.
- ↑ Page, Lawrence; Brin, Sergey; Motwani, Rajeev; Winograd, Terry (November 11, 1999). "The PageRank Citation Ranking: Bringing Order to the Web" *Stanford University*. Archived from the original on November 18, 2009. Retrieved February 15, 2010.
- ↑ "Technology Overview" *Google, Inc.*. Retrieved February 15, 2010.
- ↑ Page, Larry (August 18, 1997). "PageRank: Bringing Order to the Web" *Stanford Digital Library Project*. Archived from the original on May 6, 2002. Retrieved November 27, 2010.
- ↑ Battelle, John (August 2005). "The Birth of Google" *Wired*. Retrieved October 12, 2010.
- ↑ Trex, Ethan. "9 People, Places & Things That Changed Their Names" *Mental Floss*. Retrieved August 4, 2014.
- ↑ "Backrub search engine at Stanford University" Archived from the original on December 24, 1996. Retrieved March 12, 2011.
- ↑ Koller, David (January 2004). "Origin of the name "Google"" *Stanford University*. Archived from the original on July 4, 2012. Retrieved July 4, 2012.
- ↑ Hanley, Rachael (February 12, 2003). "From Googol to Google" *The Stanford Daily*. Stanford University. Archived from the original on March 27, 2010. Retrieved February 15, 2010.
- ↑ "Google! Beta website" *Google, Inc.* Archived from the original on February 21, 1999. Retrieved October 12, 2010.
- ↑ "Google! Search Engine" *Stanford University*. Archived from the original on November 11, 1998. Retrieved October 12, 2010.
- ↑ "Google! Search Engine" *Stanford University*. Archived from the original on December 1, 1998. Retrieved August 14, 2012.
- ↑ "Google.com WHOIS, DNS, & Domain Info - DomainTools" *WHOIS*. Retrieved July 11, 2016.
- ↑ "Craig Silverstein's website" *Stanford University*. Archived from the original on October 2, 1999. Retrieved October 12, 2010.
- ↑ Kopytoff, Verne (September 7, 2008). "Craig Silverstein grew a decade with Google" *San Francisco Chronicle*. Hearst Communications, Inc.. Retrieved October 12, 2010.
- ↑ "Google Server Assembly" *Computer History Museum*. Retrieved July 4, 2010.
- ↑ Kopytoff, Verne (April 29, 2004). "For early Googlers, key word is \$\$\$" *San Francisco Chronicle*. San Francisco: Hearst Communications. Archived from the original on September 19, 2009. Retrieved February 19, 2010.
- ↑ *b* "On September 7, 1998, the day Google officially incorporated, he [Shriram] wrote out a check for just over \$250,000, one of four of this size the founders received. Auletta, Ken (October 2 2010). *Googled: The End of the World As We Know It* (Reprint ed.). New York, N.Y.: Penguin Books. ISBN 9780143118046.
- ↑ "Google Receives \$25 Million in Equity Funding" (Press release). Palo Alto, Calif.: Google. June 7, 1999. Archived from the original on March 9, 2000. Retrieved February 16, 2009.
- ↑ Siegler, MG (September 29, 2010). "When Google Wanted To Sell To Excite For Under \$1 Million — And They Passed" *TechCrunch*. AOL. Retrieved November 29, 2016.
- ↑ Lashinsky, Adam (January 29, 2008). "Google wins again" *Fortune*. Time Warner. Retrieved January 22, 2011.
- ↑ Elgin, Ben (August 19, 2004). "Google: Whiz Kids or Naughty Boys?" *BusinessWeek*. Bloomberg L.P. Archived from the original on June 12, 2009. Retrieved February 19, 2010.
- ↑ "2004 Annual Report" (PDF). Google, Inc. Mountain View, California. 2004. p. 29. Retrieved February 19, 2010.

37. ^a La Monica, Paul R. (April 30, 2004). "Google sets \$2.7 billion IPO" ^g. *CNN Money*. Retrieved February 19, 2010.
38. ^a Kawamoto, Dawn (April 29, 2004). "Want In on Google's IPO?" ^g. *ZDNet*. Retrieved February 19, 2010.
39. ^a Webb, Cynthia L. (August 19, 2004). "Google's IPO: Grate Expectations" ^g. *The Washington Post*. Washington, D.C. Retrieved February 19, 2010.
40. ^a "Google Overview" ^g. *Marketwatch*. Retrieved February 2, 2014.
41. ^a Kuchinskas, Susan (August 9, 2004). "Yahoo and Google Settle" ^g. *internetnews.com*. Retrieved February 19, 2010.
42. ^a "Quirky Google Culture Endangered?" ^g. *Wired*. Associated Press. April 28, 2004. Archived from [the original](#) ^g on August 14, 2010. Retrieved November 27, 2010.
43. ^a Olsen, Stefanie; Kawamoto, Dawn (April 30, 2004). "Google IPO at \$2.7 billion" ^g. *CNET*. CBS Interactive. Retrieved November 27, 2010.
44. ^a Rivlin, Gary (August 24, 2005). "Relax, Bill Gates; It's Google's Turn as the Villain" ^g. *The New York Times*. Retrieved March 9, 2017.
45. ^a Utz, Richard (2013). "The Good Corporation? Google's Medievalism and Why It Matters". *Studies in Medievalism*. **23**: 21–28.
46. ^a Gibson, Owen; Wray, Richard (August 25, 2005). "Search giant may outgrow its fans" ^g. *The Sydney Morning Herald*. Retrieved November 27, 2010.
47. ^a Ranka, Mohit (May 17, 2007). "Google – Don't Be Evil" ^g. *OSNews*. Retrieved November 27, 2010.
48. ^a Mills, Elinor (April 30, 2007). "Google's culture czar" ^g. *ZDNet*. Archived from [the original](#) ^g on October 31, 2010. Retrieved November 27, 2010.
49. ^a Kawamoto, Dawn (July 27, 2005). "Google hit with job discrimination lawsuit" ^g. *CNET*. CBS Interactive. Retrieved November 27, 2010.
50. ^a "Google accused of ageism in reinstated lawsuit" ^g. *ctv.ca*. October 6, 2007. Archived from [the original](#) ^g on October 11, 2007. Retrieved January 22, 2017.
51. ^a Rosenblatt, Seth (May 16, 2014). "Judge approves first payout in antitrust wage-fixing lawsuit" ^g. *CNET*. CBS Interactive. Retrieved January 22, 2017.
52. ^a Hancock, Jay (October 31, 2007). "Google shares hit \$700" ^g. *The Baltimore Sun*. Retrieved November 27, 2010.
53. ^a ^b La Monica, Paul R. (May 25, 2005). "Bowling for Google" ^g. *CNN*. Retrieved February 28, 2007.
54. ^a "This could cost Google more than \$500 million" ^g. *CNBC*. Retrieved December 30, 2015.
55. ^a Pramuk, Jacob (August 10, 2015). "Google to become part of new company, Alphabet" ^g. *CNBC*. Retrieved August 11, 2015.
56. ^a Weinberger, Matt (October 12, 2015). "38 photos of Google's rise from a Stanford dorm room to world domination" ^g. *Business Insider*. Axel Springer SE. Retrieved July 15, 2017.
57. ^a "A building blessed with tech success" ^g. *CNET*. CBS Interactive. Retrieved July 15, 2017.
58. ^a Stross, Randall (September 2008). "Introduction" ^g. *Planet Google: One Company's Audacious Plan to Organize Everything We Know* ^g. New York: Free Press. pp. 3–4. ISBN 978-1-4165-4691-7. Retrieved February 14, 2010.
59. ^a "Google Launches Self-Service Advertising Program" ^g. *News from Google*. October 23, 2000. Archived from [the original](#) ^g on April 1, 2012. Retrieved July 15, 2017.
60. ^a Sullivan, Danny (July 1, 1998). "GoTo Going Strong" ^g. *SearchEngineWatch*. Archived from [the original](#) ^g on October 14, 2009. Retrieved February 18, 2010.
61. ^a Pelline, Jeff (February 19, 1998). "Pay-for-placement gets another shot" ^g. *CNET*. CBS Interactive. Retrieved February 18, 2010.
62. ^a Olsen, Stephanie (August 9, 2004). "Google, Yahoo bury the legal hatchet" ^g. *CNET*. CBS Interactive. Retrieved February 18, 2010.
63. ^a ^{US patent 6285999} ^g, Page, Lawrence, "Method for node ranking in a linked database", issued September 4, 2001, assigned to The Board of Trustees of the Leland Stanford Junior University
64. ^a Olsen, Stephanie (July 11, 2003). "Google's movin' on up" ^g. *CNET*. CBS Interactive. Retrieved February 15, 2010.
65. ^a "Google to buy headquarters building from Silicon Graphics" ^g. *Silicon Valley / San Jose Business Journal*. San Jose: American City Business Journals. June 16, 2006. Retrieved February 1, 2010.
66. ^a Krantz, Michael (October 25, 2006). "Do You "Google"?" ^g. *Google, Inc.* Retrieved February 17, 2010.
67. ^a Bylund, Anders (July 5, 2006). "To Google or Not to Google" ^g. *msnbc.com*. Archived from [the original](#) ^g on July 7, 2006. Retrieved February 17, 2010.
68. ^a Meyer, Robinson. "The First Use of 'to Google' on Television? Buffy the Vampire Slayer" ^g. *The Atlantic*. Retrieved September 28, 2016.
69. ^a Vise, David (October 21, 2005). "Online Ads Give Google Huge Gain in Profit" ^g. *The Washington Post*. Retrieved November 27, 2016.
70. ^a Dean, Jeffrey; Ghemawat, Sanjay (January 1, 2008). "MapReduce: simplified data processing on large clusters" ^g. *ACM Digital Library*. Retrieved December 6, 2016.
71. ^a Czajkowski, Grzegorz (November 21, 2008). "Sorting 1PB with MapReduce" ^g. *Official Google Blog*. Retrieved December 6, 2016.
72. ^a Schonfeld, Erick (January 9, 2008). "Google Processing 20,000 Terabytes A Day, And Growing" ^g. *TechCrunch*. AOL. Retrieved December 6, 2016.
73. ^a Kuhn, Eric (December 18, 2009). "Google unveils top political searches of 2009" ^g. *CNN*. Retrieved December 6, 2016.
74. ^a Ben (June 2, 2011). "Google's new record, 1 billion visitors in May" ^g. *It's All Tech*. Archived from [the original](#) ^g on January 16, 2013. Retrieved November 30, 2016.
75. ^a Fiegerman, Seth (January 22, 2013). "Google Has Its First \$50 Billion Year" ^g. *Mashable*. Retrieved November 30, 2016.
76. ^a Grant, Douglas MacMillan, Eliot Brown and Peter. "Google Plans Large New York City Expansion" ^g. *WSJ*. Retrieved 2018-11-08.
77. ^a "Google leases 1 lakh sq ft office space in Mumbai's Bandra-Kurla Complex(BKC)" ^g. *NewsTread.com*. Dec 11, 2018.
78. ^a Jane Wakefield (September 19, 2013). "Google spin-off Calico to search for answers to ageing" ^g. *BBC News*. Retrieved September 20, 2013.
79. ^a "Google celebrates 18th birthday with a Doodle - amid some confusion over the correct date" ^g. *Daily Telegraph*. Telegraph Media Group Limited. Retrieved September 27, 2016.
80. ^a Sullivan, Danny (September 14, 2007). "Google Is 10 Years Old? Finding The Real Google Birthday" ^g. *searchengineland.com*. Retrieved September 28, 2013.
81. ^a Peterson, Andrea (September 27, 2013). "Is today really Google's birthday?" ^g. *Washington Post*. Retrieved September 28, 2013.
82. ^a Hall, John (September 26, 2013). "Google celebrates 15th birthday with interactive piñata 'doodle'" ^g. *The Independent*. London. Retrieved September 28, 2013.
83. ^a Gibbs, Samuel (October 7, 2013). "Sir Tim Berners-Lee and Google lead coalition for cheaper internet" ^g. *The Guardian*. Guardian Media Group. Retrieved March 15, 2017.
84. ^a Whitwam, Ryan (October 18, 2013). "Google Beats Analyst Estimates For Third Quarter Results, Stock Passes \$1000 Per Share" ^g. *Android Police*. Retrieved March 15, 2017.
85. ^a Reuters (October 17, 2013). "Google earnings up 12% in third quarter even as Motorola losses deepen" ^g. *The Guardian*. Archived from [the original](#) ^g on October 17, 2013. Retrieved October 18, 2013.
86. ^a "Rankings - 2013 - Best Global Brands - Interbrand" ^g. *Interbrand*. Retrieved October 23, 2016.
87. ^a "Rankings - 2014 - Best Global Brands - Interbrand" ^g. *Interbrand*. Retrieved October 23, 2016.
88. ^a "Rankings - 2015 - Best Global Brands - Interbrand" ^g. *Interbrand*. Retrieved October 23, 2016.
89. ^a "Rankings - 2016 - Best Global Brands" ^g. *Interbrand*. Retrieved October 23, 2016.
90. ^a Metz, Cade (September 16, 2015). "Google is 2 billion lines of code - and it's all in one place" ^g. *Wired*. Retrieved October 23, 2016.
91. ^a Tarantola, Andrew (September 18, 2015). "Google's codebase is ludicrously huge for good reason" ^g. *Engadget*. AOL. Retrieved October 23, 2016.
92. ^a "Google locations" ^g. *Google, Inc.* Retrieved October 23, 2016.
93. ^a "youtube.com Traffic Statistics" ^g. *Alexa Internet*. November 25, 2016. Retrieved November 27, 2016.
94. ^a "blogger.com Traffic Statistics" ^g. *Alexa Internet*. November 25, 2016. Retrieved November 27, 2016.
95. ^a "Google acquires Deja" ^g. *Geek.com*. Ziff Davis. February 12, 2001. Retrieved May 10, 2017.
96. ^a Cullen, Drew (February 12, 2001). "Google saves Deja.com Usenet service" ^g. *The Register*. Situation Publishing. Retrieved May 10, 2017.
97. ^a "Digital history saved" ^g. *BBC News*. BBC. December 14, 2001. Retrieved May 10, 2017.
98. ^a ^b Edwards, D. (2011) *I'm Feeling Lucky: The Confessions of Google Employee Number 59*. ISBN 978-0-547-41699-1
99. ^a Morrissey, Brian (April 23, 2013). "Today in History: Google Buys Applied Semantics" ^g. *Digiday*. Retrieved May 10, 2017.
100. ^a Bracetti, Alex (January 8, 2013). "The 15 Most Important Tech Acquisitions of All Time" ^g. *Complex*. Verizon Hearst Media Partners. Retrieved May 10, 2017.
101. ^a Sullivan, Danny (February 27, 2013). "AdSense Turns 10: Reflections On Google's Great Leap Beyond Search Ads" ^g. *Marketing Land*. Retrieved May 10, 2017.
102. ^a "Google Acquires Keyhole Corp" ^g (Press release). Google, Inc. October 27, 2004. Retrieved November 27, 2010.
103. ^a Arrington, Michael (October 9, 2006). "Google Has Acquired YouTube" ^g. *TechCrunch*. AOL. Retrieved March 15, 2017.
104. ^a Sorkin, Andrew Ross; Peters, Jeremy W. (October 9, 2006). "Google to Acquire YouTube for \$1.65 Billion" ^g. *The New York Times*. Retrieved March 15, 2017.
105. ^a Arrington, Michael (November 13, 2006). "Google Closes YouTube Acquisition" ^g. *TechCrunch*. AOL. Retrieved March 15, 2017.
106. ^a Auchard, Eric (November 14, 2006). "Google closes YouTube deal" ^g. *Reuters*. Thomson Reuters. Retrieved March 15, 2017.
107. ^a Story, Louise; Helft, Miguel (April 14, 2007). "Google Buys DoubleClick for \$3.1 Billion" ^g. *The New York Times*. Retrieved March 9, 2017.
108. ^a Auletta, Ken (2009). *Googled: The End of the World As We Know It*. New York: The Penguin Press. ISBN 9780753522431.
109. ^a Mills, Elinor (September 29, 2005). "Can Google beat the new-office curse?" ^g. *CNET*. Retrieved February 26, 2010.
110. ^a Mills, Elinor (December 28, 2005). "What the Google-AOL deal means for users" ^g. *CNET*. CBS Interactive. Retrieved February 26, 2010.
111. ^a "Fox Interactive Media Enters Into Landmark Agreement with Google Inc" ^g. *News from Google*. August 7, 2006. Retrieved January 22, 2017.
112. ^a "Tracking Santa: NORAD & Google Team Up For Christmas, December 1, 2007, Danny Sullivan" ^g. *Search Engine Land*. Retrieved July 5, 2010.
113. ^a "Behind the scenes: NORAD's Santa tracker for Thur, December 21, 2009 By Daniel Terdiman, CNET" ^g. *CNET*. CBS Interactive. Retrieved December 31, 2009.
114. ^a "Instructions On Tracking Santa With NORAD & Google: The 2007 Edition, December 24, 2007, Danny Sullivan" ^g. *Search Engine Land*. Retrieved July 5, 2010.
115. ^a Shalal-Esa, Andrea (September 6, 2008). "GeoEye launches high-resolution satellite" ^g. *Reuters*. Washington. Retrieved February 26, 2010.
116. ^a "Google gives online life to Life mag's photos" ^g. *Associated Press*. Mountain View, California. November 20, 2008. Retrieved February 25, 2010. "Google Inc. has opened an online photo gallery that will include millions of images from *Life* magazine's archives that have never been seen by the public before"
117. ^a Stirling, Greg (November 18, 2008). "Google Hosting Time-Life Photo Archive, 10 Million Unpublished Images Now Live" ^g. *Search Engine Land*. Retrieved July 5, 2010.
118. ^a Morrison, Scott; Sweet, Cassandra (May 4, 2010). "Google Invests in Two Wind Farms" ^g. *The Wall Street Journal*. Retrieved November 27, 2010.

119. ^a "Google Energy can now buy and sell energy" [🔗](#). *Cnet.com*.
120. ^a Lombardi, Candace (February 19, 2010). "Google gets go-ahead to buy, sell energy" [🔗](#). *CNET*. CBS Interactive. Retrieved September 23, 2013.
121. ^a Todd Woody (September 18, 2013). "Google is on the way to quietly becoming an electric utility" [🔗](#). *Quartz*. Retrieved September 23, 2013.
122. ^a Gomes, Lee (May 18, 2010). "Google's Latest Telephony Play" [🔗](#). *Forbes*. Retrieved November 27, 2010.
123. ^a Albanesius, Chloe (May 27, 2010). "Google Closes Acquisition of AdMob" [🔗](#). *AppScout*. Retrieved June 16, 2010.
124. ^a Albanesius, Chloe (November 9, 2010). "Google Acquires Mobile Display Ad Firm AdMob" [🔗](#). *PC Magazine*. Ziff Davis Publishing Holdings Inc. Retrieved June 16, 2010.
125. ^a "Google buys power from Iowa wind farm" [🔗](#). *News.techworld.com*. July 21, 2010. Retrieved October 26, 2010.
126. ^a "Bid for Nortel patents marks Google's new push into mobile world" [🔗](#). *Globe and Mail*. Toronto. April 4, 2011. Archived from [the original](#) [🔗](#) on April 7, 2011. Retrieved April 25, 2011.
127. ^a Tsukayama, Hayley (August 15, 2011). "Google agrees to acquire Motorola Mobility" [🔗](#). *The Washington Post*. Retrieved August 17, 2011.
128. ^a "Google to Acquire Motorola Mobility — Google Investor Relations" [🔗](#). *Google*. Retrieved August 17, 2011.
129. ^a ^b Hughes, Neil. "Google CEO: 'Anticompetitive' Apple, Microsoft forced Motorola deal" [🔗](#). *AppleInsider*. Retrieved August 17, 2011.
130. ^a "Google" [🔗](#). *BBC News*. May 22, 2012. Retrieved May 23, 2012.
131. ^a Page, Larry. "Official Google Blog: Supercharging Android: Google to Acquire Motorola Mobility" [🔗](#). *Google Blog at Blogspot.com*. Retrieved August 17, 2011.
132. ^a Cheng, Roger (August 15, 2011). "Google to buy Motorola Mobility for \$12.5B" [🔗](#). *CNet News*.
133. ^a "Google to cut 4,000 Motorola Mobility jobs, shares rise" [🔗](#). *Reuters*. August 13, 2012.
134. ^a Cooper, Daniel (December 11, 2012). "Motorola's retreat continues, sells factories in China and Brazil to Flextronics for \$75 million" [🔗](#). *Engadget*. AOL. Retrieved March 9, 2017.
135. ^a "Flextronics acquires Motorola Mobility's plants in China, Brazil" [🔗](#). *ZDNet*. December 11, 2012.
136. ^a Seifert, Dan (December 19, 2012). "Google sells Motorola Home set top box division to Arris for \$2.35 billion" [🔗](#). *The Verge*. Vox Media. Retrieved April 7, 2017.
137. ^a Lardinois, Frederic (December 19, 2012). "Motorola Home Finds A New Home At Arris. Google Sells Broadband Unit For \$2.35B To Double Down On Mobile" [🔗](#). *TechCrunch*. AOL. Retrieved April 7, 2017.
138. ^a Kerr, Dara (July 25, 2013). "Google reveals it spent \$966 million in Waze acquisition" [🔗](#). *CNET*. CBS Interactive. Retrieved June 12, 2017.
139. ^a Lunden, Ingrid (June 11, 2013). "Google Bought Waze For \$1.1B, Giving A Social Data Boost To Its Mapping Business" [🔗](#). *TechCrunch*. AOL. Retrieved June 12, 2017.
140. ^a Chowdhry, Amit (January 27, 2014). "Google To Acquire Artificial Intelligence Company DeepMind" [🔗](#). *Forbes*. Retrieved January 27, 2014.
141. ^a Helgren, Chris (January 27, 2014). "Google to buy artificial intelligence company DeepMind" [🔗](#). *Reuters*. Retrieved January 27, 2014.
142. ^a Ribeiro, Jon (January 27, 2014). "Google buys artificial intelligence company DeepMind" [🔗](#). *PC World*. Retrieved January 27, 2014.
143. ^a Opam, Kwame (January 26, 2014). "Google buying AI startup DeepMind for a reported \$400 million" [🔗](#). *The Verge*. Vox Media. Retrieved March 9, 2017.
144. ^a Kang, Cecilia (January 30, 2014). "Google sells Motorola Mobility to Lenovo for \$2.91 billion" [🔗](#). *The Washington Post*. Retrieved January 30, 2014.
145. ^a Balakrishnan, Saheli Roy Choudhury, Anita (September 20, 2017). "Google agrees to buy part of HTC for \$1.1 billion" [🔗](#). *CNBC*. Retrieved September 21, 2017.
146. ^a "Google is buying part of HTC's smartphone team for \$1.1 billion" [🔗](#). *The Verge*. Retrieved September 21, 2017.
147. ^a "Google signs agreement with HTC, continuing our big bet on hardware" [🔗](#). *Google*. September 21, 2017. Retrieved September 21, 2017.
148. ^a Chanchani, Madhav (December 9, 2017). "Google makes first direct investment in India, funds hyper local startup Dunzo" [🔗](#). *The Economic Times*. Retrieved June 6, 2018.
149. ^a "Google invests Rs 65 crore in hyper local app Dunzo, its first direct investment in an Indian startup" [🔗](#). *www.businesstoday.in*. Retrieved June 6, 2018.
150. ^a www.ETTech.com. "Google backs O2O fashion commerce platform Fynd - ETTech" [🔗](#). *ETTech.com*. Retrieved June 6, 2018.
151. ^a Vijayakumar, Sanjay (March 29, 2018). "Online fashion firm Fynd secures funding round led by Google" [🔗](#). *The Hindu*. ISSN 0971-751X [🔗](#). Retrieved June 6, 2018.
152. ^a "Google invests in O2O e-commerce startup Fynd - Times of India" [🔗](#). *The Times of India*. Retrieved June 6, 2018.
153. ^a Salinas, Sara (August 23, 2018). "Google deletes 58 accounts with ties to Iran from YouTube and other sites" [🔗](#). *CNBC*. Retrieved August 27, 2018.
154. ^a "Google Deletes 39 YouTube Channels Linked to Iranian Influence Operation" [🔗](#). Retrieved August 27, 2018.
155. ^a "Google took down 39 YouTube channels linked to Iranian influence campaign" [🔗](#). *The Verge*. Retrieved August 27, 2018.
156. ^a "Data center locations" [🔗](#). Archived [🔗](#) from the original on May 17, 2018. Retrieved May 17, 2018.
157. ^a "Google's Secret: 'Cheap and Fast' Hardware" [🔗](#) (PDF). *PCWorld*. October 10, 2003. Retrieved May 26, 2018.
158. ^a Barroso, L.A.; Dean, J.; Holze, U. (April 29, 2003). "Web search for a planet: the google cluster architecture". *IEEE Micro*. **23** (2): 22–28. doi:10.1109/mm.2003.1196112 [🔗](#). ISSN 0272-1732 [🔗](#). "We believe that the best price/performance tradeoff for our applications comes from fashioning a reliable computing infrastructure from clusters of unreliable commodity PCs. "
159. ^a ^b "Google unlocks once-secret server" [🔗](#). *CNET*. April 1, 2009. Retrieved May 26, 2018. "Mainstream servers with x86 processors were the only option, he added. "Ten years ago...it was clear the only way to make (search) work as free product was to run on relatively cheap hardware. You can't run it on a mainframe. The margins just don't work out," he said."
160. ^a Gellman, Barton; Soltani, Ashkan (October 30, 2013). "NSA infiltrates links to Yahoo, Google data centers worldwide, Snowden documents say" [🔗](#). *The Washington Post*. Retrieved November 1, 2013.
161. ^a Savage, Charlie; Miller, Claire Cain; Perloth, Nicole (October 30, 2013). "N.S.A. Said to Tap Google and Yahoo Abroad" [🔗](#). *The New York Times*. Retrieved March 9, 2017.
162. ^a Gallagher, Sean (October 31, 2013). "How the NSA's MUSCULAR tapped Google's and Yahoo's private networks" [🔗](#). *Ars Technica*. Condé Nast. Retrieved March 9, 2017.
163. ^a Miller, Claire Cain (October 31, 2013). "Angry Over U.S. Surveillance, Tech Giants Bolster Defenses" [🔗](#). *The New York Times*. Retrieved March 9, 2017.
164. ^a Humphries, Matthew (March 27, 2012). "Google's most efficient data center runs at 95 degrees" [🔗](#). *geek.com*. Archived from [the original](#) [🔗](#) on June 13, 2016. Retrieved June 13, 2016.
165. ^a Miller, Rich (August 1, 2011). "Report: Google Uses About 900,000 Servers" [🔗](#). Data Center Knowledge. Retrieved December 6, 2016.
166. ^a Hölze, Urs (December 6, 2016). "We're set to reach 100% renewable energy — and it's just the beginning" [🔗](#). *The Keyword Google Blog*. Retrieved December 8, 2016.
167. ^a Statt, Nick (December 6, 2016). "Google just notched a big victory in the fight against climate change" [🔗](#). *The Verge*. Vox Media. Retrieved December 8, 2016.
168. ^a Etherington, Darrell (December 7, 2016). "Google says it will hit 100% renewable energy by 2017" [🔗](#). *TechCrunch*. AOL. Retrieved December 8, 2016.
169. ^a Womack, Brian (August 10, 2015). "Google Rises After Creating Holding Company Called Alphabet" [🔗](#). *Bloomberg L.P.*. Retrieved November 22, 2016.
170. ^a Barr, Alistair; Winkler, Rolf (August 10, 2015). "Google Creates Parent Company Called Alphabet in Restructuring" [🔗](#). *The Wall Street Journal*. Retrieved November 22, 2016.
171. ^a Dougherty, Conor (August 10, 2015). "Google to Reorganize as Alphabet to Keep Its Lead as an Innovator" [🔗](#). *The New York Times*. Retrieved November 22, 2016.
172. ^a "Alphabet Finishes Reorganization With New XXVI Company" [🔗](#). *Bloomberg L.P.*. September 1, 2017. Retrieved September 2, 2017.
173. ^a *Annualg report (Alphabet Inc.) - 2017* [🔗](#). Alphabet Inc. Investor relations. 1 March 2018. Retrieved 3 December 2018.
174. ^a "Form 10-K – Annual Report" [🔗](#). SEC. Retrieved July 5, 2010.
175. ^a "Google Inc, Form 10-K, Annual Report, Filing Date January 26, 2012" [🔗](#) (PDF). secdatabase.com. Retrieved March 8, 2013.
176. ^a Nakashima, Ellen (August 12, 2008). "Some Web Firms Say They Track Behavior Without Explicit Consent" [🔗](#). *The Washington Post*. Retrieved July 5, 2010.
177. ^a Helft, Miguel (March 11, 2009). "Google to Offer Ads Based on Interests" [🔗](#). *The New York Times*. Retrieved March 9, 2017.
178. ^a "Google AdSense for Mobile unlocks the potential of the mobile advertising market" [🔗](#). *Google, Inc.*. September 17, 2007. Retrieved February 26, 2010.
179. ^a Bright, Peter (August 27, 2008). "Surfing on the sly with IE8's new 'InPrivate' Internet" [🔗](#). *Ars Technica*. Condé Nast. Retrieved March 9, 2017.
180. ^a Beal, Vangie. "AdWords - Google AdWords" [🔗](#). *Webopedia*. QuinStreet Inc. Retrieved May 27, 2017.
181. ^a Beal, Vangie. "AdSense - Google AdSense" [🔗](#). *Webopedia*. QuinStreet Inc. Retrieved May 27, 2017.
182. ^a Mills, Elinor (July 25, 2006). "Google to offer advertisers click fraud stats" [🔗](#). *news.cnet.com*. CNET. Retrieved July 29, 2006.
183. ^a "Google Somewhat Lifts Oceana Ad Ban" [🔗](#). *webpronews.com*. Archived from [the original](#) [🔗](#) on January 30, 2009.
184. ^a McIntyre, Douglas (October 31, 2008). "Yahoo and Google may dump their deal" [🔗](#). *Blogginstocks.com*. Retrieved October 26, 2010.
185. ^a Drummond, David (November 5, 2008). "Ending our agreement with Yahoo!" [🔗](#). *Google, Inc.*. Retrieved October 26, 2010.
186. ^a "Google Will Reject All Flash Based Adverts In a Push For HTML5 - Latest Gadgets" [🔗](#). *Latest Gadgets*. February 11, 2016. Retrieved June 13, 2018.
187. ^a "comScore Releases November 2009 U.S. Search Engine Rankings" [🔗](#). December 16, 2006. Retrieved July 5, 2010.
188. ^a Arrington, Michael (July 25, 2008). "Google's Misleading Blog Post: The Size Of The Web And The Size Of Their Index Are Very Different" [🔗](#). *TechCrunch*. AOL. Retrieved March 9, 2017.
189. ^a Olsen, Stefanie (July 9, 2003). "Google cache raises copyright concerns" [🔗](#). *CNET*. CBS Interactive. Retrieved June 13, 2010.
190. ^a *Field v. Google*, CV-S-04-0413-RCJ-LRL [🔗](#) (Nevada District Court January 19, 2006).
191. ^a *Parker v. Google*, 04-CV-3918 [🔗](#) (Eastern Pennsylvania District Court March 10, 2006).
192. ^a Bosker, Bianca (September 29, 2010). "Google Instant Censorship: The Strangest Terms Blacklisted By Google" [🔗](#). *The Huffington Post*. Retrieved October 26, 2010.
193. ^a Martin, China (November 26, 2007). "Google hit with second lawsuit over Library project" [🔗](#). *InfoWorld*.
194. ^a Pettersson, Edvard (November 20, 2009). "Google Wins Preliminary Approval of Online Books Settlement" [🔗](#). *Bloomberg L.P.*. Archived from [the original](#) [🔗](#) on May 5, 2012. Retrieved December 18, 2009.
195. ^a Smith, Heather (December 18, 2009). "Google's French Book Scanning Project Halted by Court" [🔗](#). *Bloomberg L.P.*. Archived from [the original](#) [🔗](#) on May 5, 2012. Retrieved December 18, 2009.
196. ^a Rich, Motoko (May 31, 2009). "Preparing to Sell E-Books, Google Takes on Amazon" [🔗](#). *The New York Times*. Retrieved March 9, 2017.
197. ^a Mayer, Marissa (July 25, 2010). "This Week in Search 7/25/10" [🔗](#). *Google, Inc.*. Retrieved July 28, 2010.
198. ^a Samuel Gibbs (September 27, 2013). "Google introduces the biggest algorithm change in three years" [🔗](#). *Guardian*. Retrieved September 29, 2013.
199. ^a Lardinois, Frederic (August 23, 2016). "Google will soon start punishing mobile sites that show hard-to-dismiss popups" [🔗](#). *TechCrunch*. AOL. Retrieved March 9, 2017.

200. ^a Schwartz, Barry (May 26, 2017). "Google Adds Personal Tab To Search Filters" [↗]. *Search Engine Roundtable*. RustyBrick. Retrieved May 27, 2017.
201. ^a Gartenberg, Chaim (May 26, 2017). "Google adds new Personal tab to search results to show Gmail and Photos content" [↗]. *The Verge*. Vox Media. Retrieved May 27, 2017.
202. ^a "Choose a Plan" [↗]. *G Suite by Google Cloud*. Retrieved December 2, 2016.
203. ^a Sterling, Greg (June 3, 2008). "Google Rebrands Custom Search 'Business Edition' As 'Google Site Search'" [↗]. Search Engine Land. Retrieved June 16, 2010.
204. ^a Darrow, Barb (February 21, 2017). "Google Plans To Discontinue Yet Another Product" [↗]. *Fortune*. Time Inc. Retrieved March 27, 2017.
205. ^a Li, Abner (February 21, 2017). "Google reportedly discontinuing paid Site Search in favor of ad-supported version" [↗]. *9to5Google*. Retrieved March 27, 2017.
206. ^a Muret, Paul (March 15, 2016). "Introducing the Google Analytics 360 Suite" [↗]. Retrieved January 22, 2017.
207. ^a Marshall, Jack (March 15, 2016). "Google Launches New Data Tools for Marketers" [↗]. *The Wall Street Journal*. Retrieved January 22, 2017.
208. ^a "Celebrating the spirit of entrepreneurship with the new Google for Entrepreneurs" [↗]. *Official Google Blog*. Retrieved March 20, 2018.
209. ^a Fell, Jason (September 27, 2012). "How Google Wants to Make Starting Up Easier for Entrepreneurs" [↗]. *Entrepreneur*. Retrieved March 20, 2018.
210. ^a Etherington, Darrell (October 22, 2014). "Google's Inbox is A New Email App From The Gmail Team Designed Not To Be Gmail" [↗]. *TechCrunch*. AOL. Retrieved June 12, 2017.
211. ^a Gayomali, Chris (April 1, 2014). "When Gmail Launched On April 1, 2004, People Thought It Was A Joke" [↗]. *Fast Company*. Mansueto Ventures. Retrieved June 12, 2017.
212. ^a Vincent, James (January 5, 2017). "Google Calendar update makes it easier to track your New Year's fitness goals" [↗]. *The Verge*. Vox Media. Retrieved June 12, 2017.
213. ^a Broussard, Mitchel (March 22, 2017). "Google Maps Introduces New Location Sharing Feature With Real-Time Friend Tracking" [↗]. *MacRumors*. Retrieved June 12, 2017.
214. ^a ^b Sottek, T.C. (April 24, 2012). "Google Drive officially launches with 5GB free storage, Google Docs integration" [↗]. *The Verge*. Vox Media. Retrieved June 12, 2017.
215. ^a Perez, Sarah (May 28, 2015). "Google Photos Breaks Free Of Google+, Now Offers Free, Unlimited Storage" [↗]. *TechCrunch*. AOL. Retrieved June 12, 2017.
216. ^a Graziano, Dan (March 20, 2013). "Google launches Google Keep note-taking service [video]" [↗]. *BGR*. Penske Media Corporation. Retrieved June 12, 2017.
217. ^a Eadicicco, Lisa (November 16, 2016). "Google's Translation App Is About To Get Much Better" [↗]. *Time*. Retrieved June 12, 2017.
218. ^a Hamedy, Saba (February 28, 2017). "People now spend 1 billion hours watching YouTube every day" [↗]. *Mashable*. Retrieved June 12, 2017.
219. ^a Levy, Steven (June 28, 2011). "Inside Google+ - How the search giant plans to go social" [↗]. *Wired*. Condé Nast. Retrieved June 12, 2017.
220. ^a Lunden, Ingrid (May 18, 2016). "Google debuts Allo, an AI-based chat app using its new assistant bot, smart replies and more" [↗]. *TechCrunch*. AOL. Retrieved June 12, 2017.
221. ^a Bohn, Dieter (May 18, 2016). "Google Duo makes mobile video calls fast and simple" [↗]. *The Verge*. Vox Media. Retrieved June 12, 2017.
222. ^a Schonfeld, Erick (November 5, 2007). "Breaking: Google Announces Android and Open Handset Alliance" [↗]. *TechCrunch*. AOL. Retrieved June 12, 2017.
223. ^a D'Orazio, Dante (March 18, 2014). "Google reveals Android Wear, an operating system for smartwatches" [↗]. *The Verge*. Vox Media. Retrieved April 4, 2017.
224. ^a Ong, Josh (June 25, 2014). "Google announces Android TV to bring voice input, user experience and content to the living room" [↗]. *The Next Web*. Retrieved April 4, 2017.
225. ^a Wilhelm, Alex (June 25, 2014). "Google Announces Android Auto, Promises Enabled Cars By The End Of 2014" [↗]. *TechCrunch*. AOL. Retrieved April 4, 2017.
226. ^a Kastenakes, Jacob (December 13, 2016). "Android Things is Google's new OS for smart devices" [↗]. *The Verge*. Vox Media. Retrieved April 4, 2017.
227. ^a Pichai, Sundar; Upson, Linus (September 1, 2008). "A fresh take on the browser" [↗]. *Official Google Blog*. Retrieved November 22, 2016.
228. ^a Pichai, Sundar; Upson, Linus (July 7, 2009). "Introducing the Google Chrome OS" [↗]. *Official Google Blog*. Retrieved November 22, 2016.
229. ^a Siegler, MG (January 5, 2010). "The Droid You're Looking For: Live From The Nexus One Event" [↗]. *TechCrunch*. AOL. Retrieved November 22, 2016.
230. ^a Ion, Florence (May 15, 2013). "From Nexus One to Nexus 10: a brief history of Google's flagship devices" [↗]. *Ars Technica*. Condé Nast. Retrieved June 12, 2017.
231. ^a ^b Bohn, Dieter. "The Google Phone: The inside story of Google's bold bet on hardware" [↗]. *The Verge*. Vox Media. Retrieved June 12, 2017.
232. ^a Pichai, Sundar; Upson, Linus (May 11, 2011). "A new kind of computer: Chromebook" [↗]. *Official Google Blog*. Retrieved November 22, 2016.
233. ^a Robertson, Adi (July 24, 2013). "Google reveals Chromecast: video streaming to your TV from any device for \$35" [↗]. *The Verge*. Vox Media. Retrieved November 29, 2016.
234. ^a "Google Chromecast takes on streaming content to TV" [↗]. *BBC News*. BBC. July 31, 2013. Retrieved November 29, 2016.
235. ^a O'Toole, James (June 26, 2014). "Google's cardboard virtual-reality goggles" [↗]. *CNN*. Retrieved November 29, 2016.
236. ^a Kain, Erik (June 26, 2014). "Google Cardboard Is Google's Awesomely Weird Answer To Virtual Reality" [↗]. *Forbes*. Retrieved November 29, 2016.
237. ^a Bergen, Mark; Fried, Ina (April 28, 2016). "Google is building a new hardware division under former Motorola chief Rick Osterloh" [↗]. *Recode*. Vox Media. Retrieved October 9, 2016.
238. ^a Savov, Vlad (October 4, 2016). "Pixel 'phone by Google' announced" [↗]. *The Verge*. Vox Media. Retrieved October 8, 2016.
239. ^a Bohn, Dieter (October 4, 2016). "Google Home is smart, loud, and kind of cute" [↗]. *The Verge*. Vox Media. Retrieved October 8, 2016.
240. ^a Robertson, Adi; Kastenakes, Jacob (October 4, 2016). "Google's Daydream View VR headset goes on sale next month for \$79" [↗]. *The Verge*. Vox Media. Retrieved October 8, 2016.
241. ^a Bohn, Dieter (October 4, 2016). "The Google Wifi routers are little white pucks you can scatter throughout your house" [↗]. *The Verge*. Vox Media. Retrieved October 8, 2016.
242. ^a Ingersoll, Minnie; Kelly, James (February 10, 2010). "Think big with a gig: Our experimental fiber network" [↗]. *Official Google Blog*. Retrieved November 29, 2016.
243. ^a Schonfeld, Erick (February 10, 2010). "Google Plans To Deliver 1Gb/sec Fiber-Optic Broadband Network To More Than 50,000 Homes" [↗]. *TechCrunch*. AOL. Retrieved November 29, 2016.
244. ^a McLaughlin, Kevin (August 25, 2016). "Inside the Battle Over Google Fiber" [↗]. *The Information*. Retrieved November 29, 2016.
245. ^a Statt, Nick (August 25, 2016). "Alphabet is putting serious pressure on Google Fiber to cut costs" [↗]. *The Verge*. Vox Media. Retrieved November 29, 2016.
246. ^a Fox, Nick (April 22, 2015). "Say hi to Fi: A new way to say hello" [↗]. *Official Google Blog*. Retrieved November 29, 2016.
247. ^a Goldman, David (April 22, 2015). "Google launches 'Project Fi' wireless service" [↗]. *CNN*. Retrieved November 29, 2016.
248. ^a Huet, Ellen (April 22, 2015). "Google Unveils Its 'Project Fi' Wireless Service" [↗]. *Forbes*. Retrieved November 29, 2016.
249. ^a Byford, Sam (September 27, 2016). "Google Station is a new platform that aims to make public Wi-Fi better" [↗]. *The Verge*. Vox Media. Retrieved October 23, 2016.
250. ^a Heater, Brian (December 29, 2016). "After arriving at 100th railway station in India, Google's WiFi is set to hit another 100 in 2017" [↗]. *TechCrunch*. AOL. Retrieved June 12, 2017.
251. ^a Hall, Stephen (February 9, 2017). "Google Station expands beyond rail stations to bring citywide WiFi to Pune, India" [↗]. *9to5Google*. Retrieved June 12, 2017.
252. ^a Singh, Manish (February 9, 2017). "Indian city to become the first in the world to get Google Station public Wi-Fi network" [↗]. *Mashable*. Retrieved June 12, 2017.
253. ^a "Google and Orange building cable between US and France" [↗].
254. ^a Macht, Joshua (September 30, 2002). "Automatic for the People" [↗]. *Time*.
255. ^a Travis, Hannibal (2008). "Opting Out of the Internet in the United States and the European Union: Copyright, Safe Harbors, and International Law". *Notre Dame Law Review*. **55**: 391–92. SSRN [↗]221642 .
256. ^a Bernard, Tara (May 26, 2011). "Google Unveils App for Paying With Phone" [↗]. *The New York Times*. Retrieved November 29, 2016.
257. ^a Somerville, Heather (September 25, 2013). "Google same-day delivery makes public debut" [↗]. *Mercury News*.
258. ^a "What are Google Alerts?" [↗]. Retrieved July 29, 2014.
259. ^a "How to Use Google Alerts for a Live Job Search" [↗]. The Under Cover Recruiter.
260. ^a "This Little Service Absolutely Crushes Google Alerts" [↗]. *Forbes*.
261. ^a Mordvintsev, Alexander; Olah, Christopher; Tyka, Mike (2015). "DeepDream — a code example for visualizing Neural Networks" [↗]. Google Research. Archived from the original [↗] on July 8, 2015.
262. ^a Mordvintsev, Alexander; Olah, Christopher; Tyka, Mike (2015). "Inceptionism: Going Deeper into Neural Networks" [↗]. Google Research. Archived from the original [↗] on July 3, 2015.
263. ^a James Titcomb (July 2, 2015). "Google unleashes machine dreaming software on the public, nightmarish images flood the internet" [↗]. *The Telegraph*. Retrieved July 25, 2015.
264. ^a Diwanji, Pavni (March 15, 2017). "Introducing the Family Link app: Helping families navigate technology together" [↗]. *The Keyword Google Blog*. Retrieved March 16, 2017.
265. ^a Carman, Ashley (March 15, 2017). "Google built a new app so your kids can have a Google account, too" [↗]. *The Verge*. Vox Media. Retrieved March 16, 2017.
266. ^a Perez, Sarah (March 15, 2017). "Google introduces Family Link, its own parental control software for Android" [↗]. *TechCrunch*. AOL. Retrieved March 16, 2017.
267. ^a Fogel, Stefanie (April 11, 2017). "Google's AutoDraw turns your clumsy scribbles into art" [↗]. *Engadget*. AOL. Retrieved April 12, 2017.
268. ^a Titcomb, James (April 12, 2017). "Google's new drawing app can turn your terrible sketches into works of art" [↗]. *The Daily Telegraph*. Telegraph Media Group. Retrieved April 12, 2017.
269. ^a Reilly, Claire (April 11, 2017). "Does Google's AutoDraw AI grasp modern art better than you?" [↗]. *CNET*. CBS Interactive. Retrieved April 12, 2017.
270. ^a Lardinois, Frederic (April 11, 2017). "Google's AutoDraw uses machine learning to help you draw like a pro" [↗]. *TechCrunch*. AOL. Retrieved April 12, 2017.
271. ^a Welch, Chris (May 23, 2017). "Google adds easy, simple family sharing to Calendar, Keep, and Photos" [↗]. *The Verge*. Vox Media. Retrieved May 24, 2017.
272. ^a Whitwam, Ryan (May 23, 2017). "Google family groups make it easy to share photos, calendars, Keep, YouTube TV, and more" [↗]. *Android Police*. Retrieved May 24, 2017.
273. ^a "What is 1e100.net" [↗]. *Google Support*. Retrieved December 10, 2015.
274. ^a Lardinois, Frederic (March 28, 2017). "Google launches new site to showcase its open source projects and processes" [↗]. *TechCrunch*. AOL. Retrieved March 29, 2017.
275. ^a Vaughan-Nichols, Steven J. (March 29, 2017). "Google presents its open-source goodies to the world" [↗]. *ZDNet*. CBS Interactive. Retrieved March 29, 2017.
276. ^a Bain, Marc (June 11, 2017). "Google has built a stunning, searchable archive of 3,000 years of world fashion" [↗]. *Quartz*. Atlantic Media. Retrieved June 11, 2017.
277. ^a Ward, Maria (June 9, 2017). "Anna Wintour, Andrew Bolton, and More Celebrate the Launch of We Wear Culture" [↗]. *Vogue*. Condé Nast. Retrieved June 11, 2017.
278. ^a Levering, Robert; Moskowitz, Milton (January 22, 2007). *Serwer, Andrew*, ed. "In good company" [↗]. *Fortune Magazine*. **155** (1). Retrieved June 19, 2010.
279. ^a Levering, Robert; Moskowitz, Milton (February 4, 2008). *Serwer, Andrew*, ed. "The 2008 list" [↗]. *Fortune Magazine*. **157** (2). Retrieved June 19, 2010.
280. ^a "The 2012 list" [↗]. *Fortune Magazine*. Retrieved February 26, 2012.
281. ^a Levering, Robert; Moskowitz, Milton (February 2, 2009). *Serwer, Andrew*, ed. "The 2009 list" [↗]. *Fortune Magazine*. **159** (2). Retrieved June 19, 2010.
282. ^a Levering, Robert; Moskowitz, Milton (February 8, 2010). *Serwer, Andrew*, ed. "The 2010 list" [↗]. *Fortune Magazine*. **161** (2). Retrieved June 19, 2010.
283. ^a "The World's Most Attractive Employers 2010" [↗]. Universum Global. September 28, 2010. Retrieved October 28, 2010.
284. ^a "Our Philosophy" [↗]. Google, Inc. Retrieved June 20, 2010.

285. ^a Mediratta, Bharat; Bick, Julie (October 21, 2007). "The Google Way: Give Engineers Room" ^g. *The New York Times*. Retrieved March 9, 2017.
286. ^a Mayer, Marissa (speaker) (June 30, 2006). *Marissa Mayer at Stanford University* ^g (Seminar). Martin LaFrance. Event occurs at 11:33. Retrieved June 20, 2010. "Fifty percent of what Google launched in the second half of 2005 actually got built out of 20% time."
287. ^a Welch, Chris (25 October 2018). "Google says 48 people have been fired for sexual harassment in the last two years" ^g. The Verge. Retrieved 31 October 2018.
288. ^a Musil, Steven (30 October 2018). "Google exec accused of sexual harassment leaves company" ^g. CNET. Retrieved 31 October 2018.
289. ^a "Noogler chez Google" ^g (in French).
290. ^a ^b ^c Naughton, Eileen (June 29, 2017). "Making progress on diversity and inclusion" ^g. Diversity. *The Keyword*. Google. Archived ^g from the original on May 17, 2018. Retrieved May 17, 2018.
- Yurieff, Kaya (June 29, 2017). "Google struggles to increase workforce diversity" ^g. CNNTech. *CNNMoney*. New York: Time Warner. Archived ^g from the original on May 17, 2018. Retrieved May 17, 2018.
291. ^a Micco, John (March 24, 2013). "Continuous Integration at Google Scale" ^g (PDF). *EclipseCon*. Eclipse Foundation. p. 2. Archived ^g (PDF) from the original on May 17, 2018. Retrieved May 17, 2018. "Speed and Scale[:]>10,000 developers in 40+ offices "
292. ^a Wakabayashi, Daisuke (September 8, 2017). "Google workers collected data showing their male colleagues make more than women" ^g. CNBC. Retrieved September 25, 2017.
293. ^a La Monica, Paul R. (March 31, 2006). "Google leaders stick with \$1 salary" ^g. *CNN Money*. CNN. Retrieved April 25, 2017.
294. ^a Liedtke, Michael (March 5, 2008). "Facebook Raids Google for Executive" ^g. *The Washington Post*. Retrieved March 31, 2008.
295. ^a "Another Googler goes to Facebook: Sheryl Sandberg becomes new COO" ^g. Venture Beat. March 4, 2008. Retrieved March 31, 2008.
296. ^a Rushie, Dominic (July 16, 2012). "Google executive Marissa Mayer to become Yahoo CEO in surprise move" ^g. *The Guardian*. London. Retrieved September 1, 2012.
297. ^a Newton, Casey (30 January 2017). "Google employees staged a protest over Trump's immigration ban" ^g. *The Verge*. VOX Media Inc. Retrieved 7 November 2018.
298. ^a Elias, Jennifer (30 January 2017). "Google employees walk out in protest of Trump travel ban" ^g. *Silicon Valley Business Journal*. American City Business Journals. Retrieved 7 November 2018.
299. ^a Miller, Ron. "Google Cloud brings in former Intel exec Diane Bryant as COO" ^g. *TechCrunch*. Retrieved December 31, 2017.
300. ^a Hamilton, Isobel Asher; et al. (1 November 2018). "PHOTOS: Google employees all over the world left their desk and walked out in protest over sexual misconduct" ^g. *Business Insider*. Retrieved 6 November 2018.
301. ^a Segarra, Lisa Marie (3 November 2018). "More Than 20,000 Google Employees Participated in Walkout Over Sexual Harassment Policy" ^g. *Fortune*. Retrieved 6 November 2018.
302. ^a Liedtke, Michael (1 November 2018). "Google workers walk out to protest sexual misconduct" ^g. San Francisco, Calif.: Akron Beacon/Journal. The Associated Press. Retrieved 6 November 2018.
303. ^a "About the Googleplex" ^g. Retrieved March 5, 2008.
304. ^a Marion Nestle (July 2011). "What Google's Famous Cafeterias Can Teach Us About Health" ^g. *The Atlantic*. Retrieved May 8, 2013.
305. ^a Barry Schwartz (May 2, 2011). "Does Google Have A Class System For Googlers?" ^g. *SearchEngineLand*. Retrieved April 22, 2013.
306. ^a Reardon, Marguerite (October 11, 2006). "Google takes a bigger bite of Big Apple" ^g. *CNET*. CBS Interactive. Retrieved June 13, 2017.
307. ^a Greenberg, Annie Georgia (September 11, 2012). "The Ultimate Office: Inside Google's NYC Compound" ^g. *Refinery29*. Retrieved June 13, 2017.
308. ^a Grant, Peter (December 3, 2010). "Google to Buy New York Office Building" ^g. *The Wall Street Journal*. Dow Jones & Company. Retrieved June 13, 2017. (subscription required)
309. ^a Gustin, Sam (December 22, 2010). "Google buys giant New York building for \$1.9 billion" ^g. *Wired*. Condé Nast. Retrieved June 13, 2017.
310. ^a Glazer, Emily (February 29, 2012). "Google Web Grows in City" ^g. *The Wall Street Journal*. Dow Jones & Company. Retrieved June 13, 2017. (subscription required)
311. ^a "Google buys NYC's Chelsea Market building for \$2.4 bn" ^g. Retrieved June 1, 2018.
312. ^a "Google bought Manhattan's Chelsea Market building for \$2.4 billion – TechCrunch" ^g. *techcrunch.com*. Retrieved June 1, 2018.
313. ^a Editorial, Reuters. "Google closes \$2.4 billion Chelsea Market deal to expand New York..." ^g. *U.S.*. Retrieved June 1, 2018.
314. ^a "Report: Alphabet Is Buying Chelsea Market for Over \$2B" ^g. *PCMag UK*. February 9, 2018. Retrieved June 1, 2018.
315. ^a "Google To Build New \$1 Billion Campus In NYC" ^g. *CBS New York*. December 17, 2018. Retrieved December 17, 2018.
316. ^a Gartenberg, Chaim (December 17, 2018). "Google announces a new \$1 billion NYC campus in Hudson Square" ^g. *The Verge*. Retrieved December 17, 2018.
317. ^a "Google Will Spend \$1 Billion For New York City Campus On Hudson River" ^g. *NPR.org*. Retrieved 2018-12-17.
318. ^a Weier, Mary Hayes (October 24, 2007). "Inside Google's Michigan Office" ^g. *InformationWeek*. UBM plc. Archived from the original ^g on May 3, 2008. Retrieved January 22, 2017.
319. ^a "Google Completes Pittsburgh Office, Holds Open House" ^g. WTAE. November 17, 2006. Archived from the original ^g on June 4, 2009. Retrieved January 13, 2008.
320. ^a Olson, Thomas (December 8, 2010). "Google search: Tech-minded workers" ^g. *Trib Total Media*. Retrieved December 8, 2010.
321. ^a "Google locations" ^g.
322. ^a ^b ^c Richmond, Riva (October 17, 2006). "Google plans to build huge solar energy system for headquarters" ^g. *post1.net*. *MarketWatch*. Archived from the original ^g on May 19, 2016. Retrieved October 17, 2006.
323. ^a "Official Google Blog: Mowing with goats" ^g. May 1, 2009.
324. ^a Siegler, MG (May 3, 2009). "My Day With The Google Goats" ^g. *The Washington Post*. Retrieved May 3, 2010.
325. ^a "Sheep Mow Lawns" ^g. National Semiconductor. Archived from the original ^g on May 6, 1999. Retrieved July 5, 2010.
326. ^a Strand, Ginger. "Keyword: Evil" ^g. Archived from the original ^g on June 12, 2009. Retrieved April 9, 2008.
327. ^a "Google: Our Offices" ^g. Retrieved April 19, 2018.
328. ^a "Sydney" ^g. *Google Careers*. Retrieved June 4, 2017.
329. ^a "London" ^g. *Google Careers*. Retrieved June 4, 2017.
330. ^a Mirani, Leo (November 1, 2013). "Inside Google's new 1-million-square-foot London office—three years before it's ready" ^g. *Quartz*. Atlantic Media. Retrieved March 15, 2017.
331. ^a Vincent, James (June 1, 2017). "Google's new London HQ is a 'landscaper' with a rooftop garden" ^g. *The Verge*. Vox Media. Retrieved June 4, 2017.
332. ^a Brian, Matt (June 1, 2017). "Google's 'innovative' new London HQ features giant moving blinds" ^g. *Engadget*. AOL. Retrieved June 4, 2017.
333. ^a "Google to build biggest campus outside US in Hyderabad" ^g. *The Indian Express*. May 12, 2015. Retrieved June 13, 2017.
334. ^a "Google's upcoming campus in Hyderabad to be its biggest outside the US" ^g. *Firstpost*. Network 18. May 13, 2015. Retrieved June 13, 2017.
335. ^a "Doodle 4 Google" ^g. Retrieved April 23, 2014.
336. ^a "Burning Man Festival" ^g. August 30, 1998. Retrieved April 23, 2014.
337. ^a "Meet the people behind the Google Doodles" ^g. The Guardian. April 12, 2014. Retrieved September 27, 2014.
338. ^a "Google MentalPlex" ^g. Google, Inc. April 1, 2000. Retrieved July 5, 2010.
339. ^a "Welcome to Google TiSP" ^g. Google, Inc. April 1, 2007. Retrieved July 5, 2010.
340. ^a "Google Paper" ^g. Google, Inc. April 1, 2000. Archived from the original ^g on March 15, 2008. Retrieved July 4, 2010.
341. ^a "Gmail Custom Time: Google makes custom time" ^g. Google. April 14, 2011. Retrieved April 14, 2011.
342. ^a Schmidt, Eric (April 1, 2010). "A different kind of company name" ^g. Google, Inc. Retrieved July 4, 2010.
343. ^a "April Fools: Google Changes Name to Topeka" ^g. CBS News. April 1, 2010. Retrieved July 4, 2010.
344. ^a "Google's Gmail Motion launched April 1" ^g. GMA News. April 1, 2011.
345. ^a "Language Tools" ^g. Google, Inc. Archived from the original ^g on June 12, 2009. Retrieved July 4, 2010.
346. ^a "Google Search Results for 'answer to life the universe and everything'" ^g. Google, Inc. Retrieved July 4, 2010.
347. ^a "Google Search Results for 'recursion'" ^g. Google, Inc. Retrieved July 4, 2010.
348. ^a "anagram search" ^g. Google, Inc. Retrieved September 22, 2010.
349. ^a Chan, John (June 9, 2010). "Google celebrates World Cup with Goooooooooooooal!" ^g. *CNET Asia*. Retrieved May 18, 2011.
350. ^a "About the Foundation" ^g. Google, Inc. Archived from the original ^g on July 14, 2010. Retrieved July 16, 2010.
351. ^a Hafner, Katie (September 14, 2006). "Philanthropy Google's Way: Not the Usual" ^g. *The New York Times*. Retrieved March 9, 2017.
352. ^a Helft, Miguel (February 23, 2009). "Google Chief for Charity Steps Down on Revamp" ^g. *The New York Times*. Retrieved March 9, 2017.
353. ^a "Project 10 to the 100th" ^g. Google, Inc. Archived from the original ^g on June 12, 2009. Retrieved July 16, 2010.
354. ^a Van Burskirk, Elliot (June 28, 2010). "Google Struggles to Give Away \$10 million" ^g. *Wired*. Retrieved September 26, 2010.
355. ^a Twohill, Lorraine (September 24, 2010). "\$10 million for Project 10*100 winners" ^g. Google, Inc. Retrieved September 26, 2010.
356. ^a The 2007 ^g Julia Robinson Mathematics Festival at Google was the founding of this event for middle school and high school students. video
357. ^a Duffy, Jill (January 21, 2011). "Mathletes Receive €1M Donation from Google" ^g. *PC Magazine*. Ziff Davis. Retrieved March 23, 2017.
358. ^a "Google donating 1 million euros to IMO" ^g. January 20, 2011. Archived from the original ^g on July 24, 2011. Retrieved February 4, 2011.
359. ^a "Google launches 'Legalise Love' gay rights campaign" ^g. *PinkNews.co.uk*. Retrieved September 9, 2014.
360. ^a Metz, Cade (October 22, 2010). "Google slips \$3.1bn through 'Double Irish' tax loophole" ^g. The Register.
361. ^a Leach, Anna (October 31, 2012). "French gov 'plans to hand Google €1bn tax bill' – report" ^g. The Register.co.uk. Retrieved January 2, 2013.
362. ^a Kumar, Nikhil; Wright, Oliver (December 13, 2012). "Google boss: I'm very proud of our tax avoidance scheme" ^g. London: The Independent. Retrieved December 17, 2012.

363. Brid-Aine Parnell, May 17, 2013 (May 17, 2013). "I think you DO do evil, using smoke and mirrors to avoid tax " Theregister.co.uk. Retrieved March 13, 2014.

364. John Gapper, January 23, 2016. "Google strikes £130m back tax deal" FT.com. Retrieved January 24, 2016.

365. Bart Meijer (3 January 2019). "Google shifted \$23 billion to tax haven Bermuda in 2017: filing" *Reuters*. Retrieved 3 January 2019. "Google moved 19.9 billion euros (\$22.7 billion) through a Dutch shell company to Bermuda in 2017, as part of an arrangement that allows it to reduce its foreign tax bill"

366. McGrath, Jack (May 18, 2011). "Google's Green Initiative: Environmentally Conscious Technology" *TechnoBuffalo*. Retrieved January 22, 2017.

367. Glanz, James (September 8, 2011). "Google Details, and Defends, Its Use of Electricity" *The New York Times*. Retrieved March 9, 2017.

368. "Google's Goal: Renewable Energy Cheaper than Coal" November 27, 2007. Retrieved November 11, 2016.

369. Koningstein, Ross; Fork, David (November 18, 2014). "What It Would Really Take to Reverse Climate Change" *IEEE Spectrum*. Retrieved November 11, 2016.

370. Juliet Eliperin (June 20, 2013). "Anatomy of a Washington dinner: Who funds the Competitive Enterprise Institute?" *The Washington Post*. Retrieved July 12, 2013.

371. Goldenberg, Suzanne (July 9, 2013). "Google hosts fundraiser for climate change denying US senator" *The Guardian*. London. Retrieved July 12, 2013.

372. Halper, Evan (September 23, 2014). "Google pulls out of conservative group amid environmentalist pressure" *Los Angeles Times*. Retrieved October 3, 2014.

373. Donnelly, Grace (November 30, 2017). "Google Just Bought Enough Wind Power to Run 100% On Renewable Energy" *Fortune*.

374. Hamburger, Tom; Gold, Matea (April 13, 2014). "Google, once disdainful of lobbying, now a master of Washington influence" *The Washington Post*.

375. Rosenblatt, Joel (March 2, 2015). "Apple-Google \$415 Million No-Poaching Accord Wins Approval" *Bloomberg L.P.*. Retrieved January 24, 2016.

376. Kelion, Leo (June 27, 2017). "Google hit with record EU fine over Shopping service" *bbc.co.uk*. Retrieved June 29, 2017.

377. "Google's €2.4bn fine is small change – the EU has bigger plans" *newsscientist.com*. Retrieved June 29, 2017.

378. Drucker, Jesse (October 21, 2010). "Google 2.4% Rate Shows How \$60 Billion Is Lost to Tax Loopholes" *Bloomberg Businessweek*. Bloomberg L.P.. Retrieved January 22, 2017.

(subscription required)

379. "The Case Against Google" *nytimes.com*. February 20, 2018. Retrieved March 21, 2018.

380. "Google ranked 'worst' on privacy" *BBC News*. June 11, 2007. Retrieved April 30, 2010.

381. Rosen, Jeffrey (November 28, 2008). "Google's Gatekeepers" *The New York Times*. Retrieved March 9, 2017.

382. "Former US Defense Official Says Google Has Stepped Into a 'Moral Hazard' " *Voice of America*. 2018-06-26.

383. "Ex-Defense Official Blasts Google for Dropping Pentagon's AI Project While Helping China's" *Epoch Times*. 2018-06-26.

384. "Where in the World Is Larry Page?" *Bloomberg*. 2018-09-13.

385. "The Pentagon must modernize before it's too late" *Washington Post*. 2018-09-17.

386. "Google censors itself for China" *BBC News*. January 25, 2006.

387. "Google Plans to Launch Censored Search Engine in China, Leaked Documents Reveal - Ryan Gallagher" *The Intercept*. August 1, 2018.

388. Disis, Jill (26 September 2018). "Google grilled over 'Project Dragonfly' at Senate hearing on data privacy" *CNN*. Archived from the original on 26 September 2018.

389. "Top U.S. general urges Google to work with military" *Reuters*. 2018-12-06.

390. "US general has a question for Google: Why will you work with China but not us?" *Yahoo*. 2018-12-07.

391. "Gen. Dunford Slams Google's 'Inexplicable' Deepened Ties With China As It Cuts Pentagon Projects" *Zero Hedge*. 2018-12-07.

392. Gibbs, Samuel (November 3, 2014). "Google has 'outgrown' its 14-year old mission statement, says Larry Page" *The Guardian*. Guardian Media Group. Retrieved March 25, 2017.

393. "Google Code of Conduct" *Alphabet Investor Relations*. Alphabet Inc. April 11, 2012. Retrieved March 25, 2017.

394. Lawler, Richard (October 2, 2015). "Alphabet replaces Google's 'Don't be evil' with 'Do the right thing' " *Engadget*. AOL. Retrieved March 25, 2017.

395. Baxter, Holly (October 25, 2013). "Who's more evil – Facebook or Google?" *The Guardian*. Guardian Media Group. Retrieved March 25, 2017.

396. Gay, Roxane (July 29, 2016). "The Blog That Disappeared" *The New York Times*. Retrieved March 9, 2017.

397. "Edward Snowden: Leaks that exposed US spy programme" *BBC News*. January 17, 2014. Retrieved March 25, 2017.

398. Greenwald, Glenn; MacAskill, Ewen (June 7, 2013). "NSA Prism program taps in to user data of Apple, Google and others" *The Guardian*. Guardian Media Group. Retrieved March 25, 2017.

399. "Google Fires Engineer Who Wrote Memo Questioning Women in Tech" *The New York Times*, August 7, 2017

400. Contentious Memo Strikes Nerve Inside Google and Out *The New York Times*, August 8, 2017

401. diversitymemo.com

402. Friedersdorf, Conor. "The Most Common Error in Media Coverage of the Google Memo" .

403. Brooks, David (August 11, 2017). Sundar Pichai Should Resign as Google's C.E.O." *The New York Times*. Archived from the original on August 11, 2017. Retrieved August 11, 2017.

404. "New York Times columnist David Brooks wants Google's CEO to resign" *Business Insider*. Archived from the original on August 12, 2017. Retrieved August 12, 2017.

405. Vogel, Kenneth P. (August 31, 2017), "Google Critic Ousted From Think Tank Funded by the Tech Giant" *The New York Times*, pp. A1, retrieved September 11, 2017

406. "Tell Google: Stop Killing Monopoly Research" *citizensagainstmopoly.org*.

407. "Google employees revolt, say company should shut down military drone project" *Ars Technica*. April 4, 2018.

408. "Google staff protest company's involvement with Pentagon drones programme" *The Independent*. April 4, 2018.

409. Wakabayashi, Daisuke; Shane, Scott (1 June 2018). "Google Will Not Renew Pentagon Contract That Upset Employees" *nytimes.com*. The New York Times Company. Retrieved 16 October 2018.

410. "Elliott v. Google, Inc., No. 15-15809 (9th Cir. 2017)" *Justia Law*. Retrieved November 28, 2017.

411. https://www.theguardian.com/world/2018/dec/13/new-zealand-courts-banned-naming-grace-millanes-accused-killer-google-just-emailed-it-out

412. https://www.tvnz.co.nz/one-news/new-zealand/justice-minister-says-google-has-called-account-breaching-suppression-in-grace-millane-case?utm_variant=taboola_visible_1

413. https://www.newstalkzb.co.nz/news/national/lawyers-ongoing-suppression-breaches-in-grace-millane-case-endanger-trial/

Further reading

- Saylor, Michael (2012). *The Mobile Wave: How Mobile Intelligence Will Change Everything*. Perseus Books/Vanguard Press. ISBN 978-1593157203.

External links

- Official website
 - Corporate homepage
- Google website at the Wayback Machine (archived November 11, 1998)
- Carr, David F. (2006). "How Google Works". *Baseline Magazine*. **6** (6).
- Google at Crunchbase
- Google companies grouped at OpenCorporates
- Business data for Google, Inc. · Reuters · SEC filings

Google

at Wikipedia's sister projects

📖

📖 Definitions from Wiktionary

📷

📷 Media from Wikimedia Commons

🗎

🗎 News from Wikinews

🗣

🗣 Quotations from Wikiquote

📖

📖 Textbooks from Wikibooks

📚

📚 Resources from Wikiversity

📄

📄 Data from Wikidata

🗨

🗨 Discussion from Meta-Wiki

<div> v · t · e</div>	
Google	
Overview	Alphabet Inc. · History · List of mergers and acquisitions by Alphabet · Products · Criticism (Privacy concerns) · Censorship · Easter eggs · <i>Don't be evil</i>
Advertising	AdMob · Adscape · Ads · Ad Manager · AdSense · Analytics · Contributor · Partners
Communication	Allo · Alerts · Apps Script · Duo · Calendar · Contacts · Gmail (history · interface) · Google+ · Groups · Hangouts · Inbox · Sync · Text-to-Speech · Translate · Transliteration · Voice

Software	Assistant (Lens) · Chrome (for Android · for iOS · Chrome Web Store · Apps · Extensions) · Cloud Print · Earth (Sky · Moon · Mars) · Gadgets · Gboard · IME (Japanese · Pinyin) · Pay (Pay Send) · Photos · Keep · News · Now · OpenRefine · Search · Waze
Operating systems	Android (version history · software development · Android Auto · Android TV) · Chrome OS (Chromebit · Chromebook · Chromebox · Chrome Zone) · Fuchsia · Wear OS
Programming languages	Dart · Go · Sawzall
Platforms	Account · Authenticator · Body · Books (Library Project) · Caja · Cast · Cloud Platform (App Engine · BigQuery · Bigtable · Compute Engine · Storage) · Contact Lens · Custom Search · Earth Engine · Fit · GFS · Firebase · G Suite (Classroom) · Marketplace · Native Client · Nexus · OnHub · OpenSocial · Pay (Send) · Primer · Play (Books · Games · Movies & TV · Music) · Public DNS · Safe Browsing · Tango · URL Shortener · YouTube TV
Hardware	Cardboard · Chromecast · Daydream · Glass Enterprise · Home · Jamboard · Nest (Learning Thermostat) · Pixel · Wifi
Development tools	Angular · AngularJS · AJAX APIs · App Inventor · Closure Tools · Developers · Dialogflow · Flutter · GData · Googlebot · Guava · Guice · GWS · KML · Kythe · MapReduce · Mediatob · Sitemaps · TensorFlow · Web Toolkit · Search Console · Website Optimizer · Swifty
Publishing	AMP · Blogger · Bookmarks · Domains · Drive (Docs · Sheets · Slides · Drawings · Forms · Fusion Tables) · FeedBurner · Sites · My Maps · YouTube (Instant · Premium) · Vevo · Zagat
Search (timeline)	Blog Search · Books (Ngram Viewer) · Custom Search · Dataset Search · Dictionary · Finance · Flights · Images · Maps (Mars · Moon · Sky · Street View (Coverage · Competition · Privacy concerns)) · News (Archive) · Patents · Public Data · Scholar · Shopping · Tenor · Usenet · Videos
	Algorithms PageRank · Panda · Penguin · Hummingbird
	Features Personalized · Real-Time · Instant Search · SafeSearch · Voice Search
Discontinued	Analysis Insights for Search · Trends · Knowledge Graph · Knowledge Vault
	Aardvark · Answers · Appliance · Ara · Browser Sync · Base · Buzz · Checkout · Chrome Frame · Click-to-Call · Cloud Connect · Code Search · Currents · Desktop · Directory · Dodgeball · DoubleClick · Fast Flip · Friend Connect · Gears · Glass · Glass OS · Goggles · GOOG-411 · Google TV · Jaiku · Knol · Health · iGoogle · Image Labeler · Labs · Latitude · Lively · Map Maker · Mashup Editor · Notebook · Offers · Orkut · Pack · Page Creator · Panoramio · Picasa · Picasa Web Albums · Picnik · Play Newsstand · PowerMeter · Questions and Answers · Reader · Script Converter · SearchWiki · Sidewiki · Slide · Spaces · Squared · Talk · Toolbar · Updater · Urchin · Videos · Wallet · Wave · Web Accelerator
	.google · Arts & Culture · ATAP · Calico · Dragonfly · Current · Chrome Experiments · Google Business Groups · Made with Code · Data Liberation (Takeout) · Google Developer Expert · Google for Work · Waymo · Earth Outreach · Fiber · GV · Google (verb) · Google China · Google Express · Googolization · Grants · Google.org · Project Loon · Lunar X Prize · Google Fi · Google Station · Material Design · Motorola Mobility · reCAPTCHA · Sunroof · WiFi · X
Other	Events Code-in · Code Jam · Developer Day · Highly Open Participation Contest · I/O · Science Fair · Summer of Code
	Real estate 111 Eighth Avenue · Chelsea Market · Googleplex
	Logo Doodle4Google · Google Doodles · Product Sans
People	Al Gore · Alan Eustace · Alan Mulally · Amit Singhal · Ann Mather · David Drummond · Eric Schmidt · Jeff Dean · John Doerr · John L. Hennessy · Krishna Bharat · Matt Cutts · Patrick Pichette · Paul Otellini · Omid Kordestani · Rachel Whetstone · Rajen Sheth · Ram Shriram · Ray Kurzweil · Ruth Porat · Salar Kamangar · Sanjay Ghemawat · Shirley M. Tilghman · Sundar Pichai · Susan Wojcicki · Urs Hölzle · Vint Cerf · Hal Varian · Gayglers
	Founders Larry Page · Sergey Brin
Related	AI Challenge · Bomb · GmailFS · "Google: Behind the Screen" (2006 documentary) · <i>Google: The Thinking Factory</i> (2008 documentary) · <i>Google and the World Brain</i> (2013 documentary) · Goojie · Monopoly City Streets · Unity
Category: Portal	
<div>v · t · e</div> <div>Alphabet Inc.</div>	
Subsidiaries	Google · Google Fiber · Calico · CapitalG · Chronicle · DeepMind · GV · Jigsaw · Loon · Sidewalk · Verily · X · Waymo · Wing
People	Arthur D. Levinson · Astro Teller · David Crane · Eric Schmidt · Ruth Porat · Sundar Pichai · Tony Fadell · Andrew Conrad
	Founders Larry Page · Sergey Brin
Category: Portal · Task Force	
<div></div> <div>Links to related articles</div>	
<div>v · t · e</div> <div>Open Handset Alliance</div>	
Mobile operators	Bouygues Telecom · China Mobile · China Telecommunications Corporation · China Unicom · KDDI · Nepal Telecom · NTT DoCoMo · SoftBank Group · Sprint Corporation · T-Mobile · Telecom Italia · Telefónica · Telus · Vodafone
Software companies	Access · Ascender Corporation · eBay · Google · Myriad Group · Nuance Communications · NXP Software · Omron · PacketVideo · SVOX · VisualOn
Semiconductor companies	AKM Semiconductor, Inc. · Arm Holdings · Audience · Broadcom · CSR plc (joined as SIRF) · Cypress Semiconductor · Freescale Semiconductor · Gemalto · Intel · Marvell Technology Group · MediaTek · MIPS Technologies · Nvidia · Qualcomm · Qualcomm Atheros · Renesas Electronics · ST-Ericsson (joined as Ericsson Mobile Platforms) · Synaptics · Texas Instruments
Handset makers	Acer Inc. · Alcatel Mobile Phones · Asus · Chaudhary Group (with association of LG) · CCI · Dell · Foxconn · Garmin · HTC · Huawei · Kyocera · Lenovo Mobile · LG Electronics · Motorola Mobility · NEC Corporation · Samsung Electronics · Sharp Corporation · Sony Mobile · Toshiba · ZTE
Commercialization companies	Accenture · Borqs · Sasken Communication Technologies · Teleca · The Astonishing Tribe · Wind River Systems · Wipro Technologies
See also	Android · Dalvik virtual machine · Google Nexus · T-Mobile G1
<div>v · t · e</div> <div>Google Lunar X Prize</div>	
Organizers	Google (Sundar Pichai · Larry Page · Sergey Brin) · X Prize Foundation (Peter Diamandis)
Finalist teams	Hakuto · Moon Express · SpaceIL · Synergy Moon · TeamIndus
Withdrawn teams	Advaeros · AngelicvM · ARCA · Astrobotic · Barcelona Moon Team · C-Base Open Moon · Euroluna · FREDNET · Independence-X · JURBAN · LunaTrex · Micro-Space · Mystical Moon · Next Giant Leap · Odyssey Moon · Omega Envoy · PTScientists · Penn State Lunar Lion Team · Team Puli · Quantum3 · Rocket City Space Pioneers · SCSG · Selenokhod · SpaceMETA · STELLAR · Team Italia · Team Phoenicia · Team Plan B · Team SELENE
Spacecraft	ALINA (PTScientists) · Beresheet (SpaceIL) · HHK-1 / ECA (TeamIndus) · MX-1E (Moon Express) · SORATO (Hakuto) · Tesla (Synergy Moon) · <i>Unity</i> (AngelicvM)
<div>v · t · e</div> <div>Major mobile device companies</div>	
Companies with an annual revenue of over US\$3 billion	
Acer · Amazon · Apple (iPhone) · Asus · BBK Electronics (OPPO · OnePlus · Vivo · Realme) · BlackBerry Limited · Google (Pixel · Android One) · HTC · Huawei (Honor) · Karbonn · Lava (XOLO) · Lenovo (Motorola Mobility) · LG Electronics · Meizu · Micromax (YU) · Microsoft Mobile (Microsoft Surface Phone) · HMD Global (Nokia) · Panasonic · Samsung Electronics · Sony Mobile · TCL (BlackBerry Mobile · Alcatel Mobile · Palm) · Transsion (Tecno · Infinix · Spice) · Tinno Mobile (Wiko) · True · Xiaomi (Redmi · Pocophone) · ZTE (Nubia)	
See also: Largest IT companies · Category:Mobile technology companies · Category:Mobile phone manufacturers	
<div>v · t · e</div> <div>Major Internet companies</div>	
Companies with an annual revenue of over US\$2 billion	
Largest Internet companies	Baidu · Facebook · Google · InterActiveCorp · Microsoft · Naver · NetEase · Netflix · Oath · Tencent · Twitter · Uber · Yandex
Cloud computing	Akamai Technologies · Alibaba Cloud · Amazon Web Services · Google · IBM · Microsoft · Oracle Corporation · Rackspace · Salesforce.com
E-commerce only	Alibaba Group · Amazon.com · eBay · Flipkart · Groupon · JD.com · Shopify · Rakuten
See also: Largest IT companies · List of largest Internet companies · Category:Internet companies	
<div>v · t · e</div> <div>Major software companies</div>	
Companies with an annual revenue of over US\$3 billion	
Adobe Inc. · Amadeus IT Group · Apple Inc. · Autodesk · BMC Software · CA Technologies · FIS · Google · HP Enterprise · IBM · Intuit · Infor · Microsoft · Oracle Corporation · Quest Software · Sage Group · SAP SE · Symantec · VMware	
See also: Largest IT companies · Largest software companies · Category:Software companies	
Authority control 	BIBSYS: 4092379 · BNF: cb15026135n [data] · GND: 10122609-3 · ISNI: 0000 0004 0635 6729 · LCCN: no00095539 · NKCC: kn20050213003 · NLA: 50414901 · SELIBR: 293303 · SUDOC: 110886259 · VIAF: 124291214 · WorldCat Identities (via VIAF): 124291214

Categories: [Google](#) | [1998 establishments in California](#) | [2004 initial public offerings](#) | [Alphabet Inc.](#) | [American websites](#) | [Artificial intelligence](#) | [Cloud computing providers](#) | [Companies based in Mountain View, California](#) | [Companies in the PRISM network](#) | [Computer companies established in 1998](#) | [Computer-related introductions in 1998](#) | [Internet companies of the United States](#) | [Internet marketing companies](#) | [Internet properties established in 1998](#) | [Mobile phone manufacturers](#) | [Multinational companies headquartered in the United States](#) | [Online advertising](#) | [Technology companies based in the San Francisco Bay Area](#) | [Technology companies established in 1998](#) | [University spin-offs](#) | [Virtual reality companies](#) | [Web portals](#) | [Web service providers](#) | [Webby Award winners](#) | [World Wide Web](#) | [Eyewear companies of the United States](#)

This page was last edited on 5 January 2019, at 05:33 (UTC).

Text is available under the [Creative Commons Attribution-ShareAlike License](#); additional terms may apply. By using this site, you agree to the [Terms of Use](#) and [Privacy Policy](#). Wikipedia® is a registered trademark of the [Wikimedia Foundation, Inc.](#), a non-profit organization.

[Privacy policy](#) | [About Wikipedia](#) | [Disclaimers](#) | [Contact Wikipedia](#) | [Developers](#) | [Cookie statement](#) | [Mobile view](#)

