

**Google LLC** (/ˈɡuːɡəl/ (listen)) is an American [multinational technology company](#) focusing on [online advertising](#), [search engine technology](#), [cloud computing](#), [computer software](#), [quantum computing](#), [e-commerce](#), [artificial intelligence](#),<sup>[9]</sup> and [consumer electronics](#). It has been referred to as "the most powerful company in the world"<sup>[10]</sup> and one of the world's [most valuable brands](#) due to its market dominance, data collection, and technological advantages in the area of artificial intelligence.<sup>[11][12][13]</sup> Its parent company [Alphabet](#) is considered one of the [Big Five](#) American [information technology](#) companies, alongside [Amazon](#), [Apple](#), [Meta](#), and [Microsoft](#).

Google was founded on September 4, 1998, by computer scientists [Larry Page](#) and [Sergey Brin](#) while they were [PhD](#) students at [Stanford University](#) in [California](#). Together they own about 14% of its publicly listed shares and control 56% of its stockholder voting power through [super-voting stock](#). The company went [public](#) via an [initial public offering](#) (IPO) in 2004. In 2015, Google was reorganized as a wholly owned subsidiary of Alphabet Inc. Google is Alphabet's largest subsidiary and is a [holding company](#) for Alphabet's internet properties and interests. [Sundar Pichai](#) was appointed CEO of Google on October 24, 2015, replacing Larry Page, who became the CEO of Alphabet. On December 3, 2019, Pichai also became the CEO of Alphabet.<sup>[14]</sup>

The company has since rapidly grown to offer [a multitude of products and services](#) beyond [Google Search](#), many of which hold dominant market positions. These products address a wide range of use cases, including email ([Gmail](#)), navigation ([Waze](#) & [Maps](#)), cloud computing ([Cloud](#)), web browsing ([Chrome](#)), video sharing ([YouTube](#)), productivity ([Workspace](#)), operating systems ([Android](#)), cloud storage ([Drive](#)), language translation ([Translate](#)), photo storage ([Photos](#)), video calling ([Meet](#)), smart home ([Nest](#)), smartphones ([Pixel](#)), wearable technology ([Pixel Watch](#) & [Fitbit](#)), music streaming ([YouTube Music](#)), video on demand ([YouTube TV](#)), artificial intelligence ([Google Assistant](#)), machine learning APIs ([TensorFlow](#)), AI chips ([TPU](#)), and more. [Discontinued Google products](#) include gaming ([Stadia](#)), [Glass](#), [Google+](#), [Reader](#), [Play Music](#), [Nexus](#), [Hangouts](#), and [Inbox by Gmail](#).<sup>[15][16]</sup>

Google's other ventures outside of Internet services and consumer electronics include quantum computing ([Sycamore](#)), self-driving cars ([Waymo](#), formerly the Google Self-Driving Car Project), smart cities ([Sidewalk Labs](#)), and transformer models ([Google Brain](#)).<sup>[17]</sup>

Google and YouTube are the two [most visited websites](#) worldwide followed by [Facebook](#) and [Twitter](#). Google is also the largest search engine, mapping and navigation application, email provider, office suite, video sharing platform, photo and cloud storage provider, mobile operating system, web browser, ML framework, and AI virtual assistant provider in the world as measured by market share. On the list of most valuable brands, Google is ranked second by [Forbes](#)<sup>[18]</sup> and fourth by Interbrand.<sup>[19]</sup> It has [received significant criticism](#) involving issues such as [privacy concerns](#), [tax avoidance](#), [censorship](#), [search neutrality](#), [antitrust](#) and abuse of its [monopoly](#) position.