

## **"Google"**

### Introduction :

Google Inc. is a multinational public corporation invested in Internet search, cloud computing, and advertising technologies. Google hosts and develops a number of Internet-based services and products, and generates profit primarily from advertising through its AdWords program. The company was founded by Larry Page and Sergey Brin, often dubbed the "Google Guys", while the two were attending Stanford University as Ph.D. candidates. It was first incorporated as a privately held company on September 4, 1998, and its initial public offering followed on August 19, 2004. The company's stated mission from the outset was "to organize the world's information and make it universally accessible and useful", and the company's unofficial slogan – coined by Google engineer Paul Buchheit – is "Don't be evil". In 2006, the company moved to their current headquarters in Mountain View, California. Google is a public industry based on Internet, Computer and software. It was founded by Menlo Park in California. Google has the US\$23.651 billion and the profit of US\$6.520 billion with 23,331 employees.

Google runs over one million servers in data centers around the world, and processes over one billion search requests and about twenty-four petabytes of user-generated data every day. Google's rapid growth since its incorporation has triggered a chain of products, acquisitions, and partnerships beyond the company's core search engine. The company offers online productivity software, such as its Gmail e-mail software, and social networking tools, including Orkut and, more recently, Google Buzz. Google's products extend to the desktop as well, with applications such as the web browser Google Chrome, the Picasa photo organization and editing software, and the Google Talk instant messaging application. Notably, Google leads the development of the Android mobile phone operating system, used on a number of phones such as the Nexus One and Motorola Droid. Alexa lists the main U.S.-focused google.com site as the Internet's most visited website, and numerous international google sites (google.co.in, google.co.uk etc.) are in the top hundred, as are several other Google-owned sites such as Youtube, Blogger, and Orkut. Google is also BrandZ's most powerful brand in the world. The dominant market position of Google's services has led to criticism of the company over issues including privacy, copyright, and censorship.

### History :

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 California.

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 between websites. They called this new technology PageRank, where a website's relevance was determined by the number of pages, and the importance of those pages, that linked back to the original site.

A small search engine called "RankDex" from IDD Information Services designed by Robin Li was, since 1996, already exploring a similar strategy for site-scoring and page ranking. The technology in RankDex would be patented and used later when Li founded Baidu in China.

## Financing and initial public offering :

The first funding for Google was an August 1998 contribution of US\$100,000 from Andy Bechtolsheim, co-founder of Sun Microsystems, given before Google was even incorporated. Early in 1999, while still graduate students, Brin and Page decided that the search engine they had developed was taking up too much of their time from academic pursuits. They went to Excite CEO George Bell and offered to sell it to him for \$1 million. He rejected the offer, and later criticized Vinod Khosla, one of Excite's venture capitalists, after he had negotiated Brin and Page down to \$750,000. On June 7, 1999, a \$25 million round of funding was announced, with major investors including the venture capital firms Kleiner Perkins Caufield & Byers and Sequoia Capital.