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## 10-7 Conclusion

Google's success story is unparalleled among search engine providers. The company started off as a small search engine and ranking system and has become one of the most profitable Internet companies in the world. Today the company is the owner and provider of products that go above and beyond simply a search engine. While there might be a risk of Google overextending itself, the company has a talent for making highly profitable acquisitions that increase its global reach.

As a way to manage its various businesses, in 2015 Google created a new publicly traded holding company called Alphabet run by Google founders Larry Page and Sergey Brin. Google was made a subsidiary of Alphabet with its own CEO. The founders believe that developing a holding company and "slimming down" Google to focus more on its Internet businesses will be beneficial for the firm in the long run.

Google has made itself into the epitome of a "best company to work for." The benefits Google offers employees are extensive, and Google empowers them to make decisions to improve the company's operations. The company has taken a strong stand on green initiatives and supports technologies to address global challenges. Google's "Don't Be Evil" mantra became a popular yardstick to guide Google's actions. After Google became part of the holding company Alphabet, its popular motto was modified to "Do the Right Thing."

On the other hand, Google has faced challenges in privacy, many of which continue to this day. Google is forced to draw a fine line between using user information to generate revenue and violating user privacy. Because Google is able to offer targeted advertising to advertisers through its collection of information, the company can provide quality Internet services to its users for free. At the same time, Google has committed questionable actions that seem to infringe on user rights and has encountered resistance from governmental authorities on many privacy-related initiatives.

With the threat of new regulation, Google takes measures such as lobbying to try and prevent legislation from being passed that proves unfavorable to the company. Because Google depends on tracking and similar activities to maintain profitability, it has a large stake in the privacy issue. However, rather than seeing this solely as a liability, Google might instead choose to improve its privacy practices and increase transparency in its operations. Google has the responsibility to ensure stakeholder rights are respected. Although Google has made great strides in social responsibility, both the company and society know there is room for improvement. Google's size, reputation, and history give it a unique opportunity to positively impact how companies interact on the Internet.

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