



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

Case 10

Google: The Drive to Balance Privacy with Profit *

- 10-1 [Introduction](#)
- 10-2 [Company Culture](#)
- 10-3 [Products](#)
 - 10-3a [Search Engine](#)
 - 10-3b [Advertising](#)
 - 10-3c [Web Browser](#)
 - 10-3d [Email Account](#)
 - 10-3e [YouTube](#)
 - 10-3f [Android](#)
 - 10-3g [Google+](#)
 - 10-3h [Expanding the Product Mix](#)
- 10-4 [Google's Initiatives](#)
 - 10-4a [GV](#)
 - 10-4b [Google Green](#)
 - 10-4c [Google.org](#)
 - 10-4d [Google and Employee Charitable Initiatives](#)
- 10-5 [Privacy](#)
 - 10-5a [Search Queries](#)
 - 10-5b [Tracking Users](#)
 - 10-5c [Privacy Audits](#)
 - 10-5d [From Many Privacy Policies to One](#)
 - 10-5e ["Right to Be Forgotten"](#)
 - 10-5f [Google in China](#)
- 10-6 [Government Response to Privacy Issues](#)
- 10-7 [Conclusion](#)
- 10-8 [Chapter Review](#)
 - 10-8a [Questions for Discussion](#)

- 10-8b Sources

Chapter 10: Google: The Drive to Balance Privacy with Profit Chapter Contents

Book Title: Business Ethics: Ethical Decision Making and Cases

Printed By: Kennisha Holloman (kholloman@grantham.edu)

© 2019 Cengage Learning, Cengage Learning

© 2020 Cengage Learning Inc. All rights reserved. No part of this work may be reproduced or used in any form or by any means - graphic, electronic, or mechanical, or in any other manner - without the written permission of the copyright holder.



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help