

# From PhD Research to Great Innovation

Google™



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# Introduction

- **Research motivation & purpose**

Google is one of the most famous dot-com companies in the world. We discuss and analyze how Google works.

- **Article categories**

- (1) First section is our introduction.
- (2) In section 2, we introduce Google's products and services.
- (3) In section 3, we look at the long view of Google stock price.



# Google's Foundations

- Google was founded by **Larry Page** and **Sergey Brin** while they were Ph.D. students at **Stanford University**. Together they own about 16 percent of its shares. They incorporated Google as a privately held company on September 4, 1998. An initial public offering followed on August 19, 2004. The Company provides its products and services in more

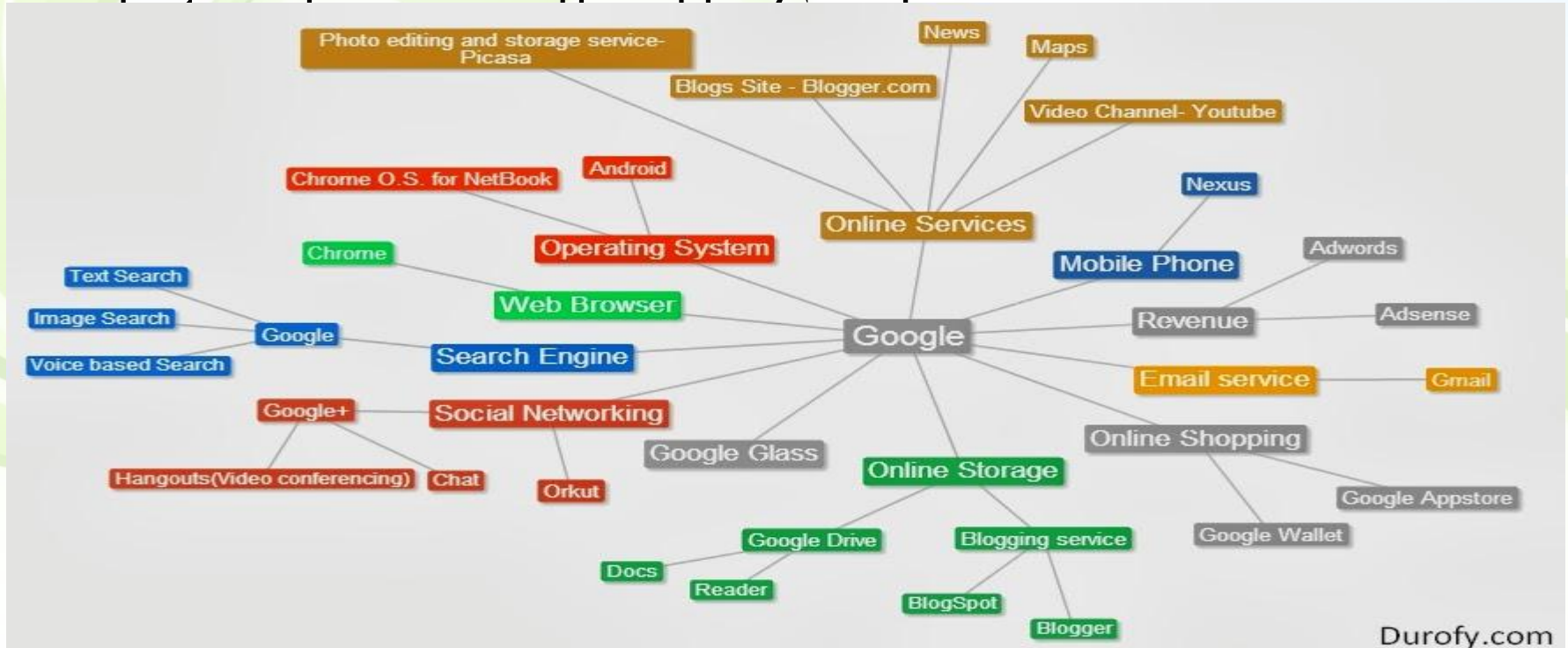
[Larry Page](#) and [Sergey Brin](#) in  
2003





# The Introduction of Google Products

Google has more than 128 products. Below is the brief introduction of







# Google products



[Blog This!](#)



[Docs](#)

[PDF/PowerPoint Viewer](#)



[Email this](#)

[Page](#)



[Favorite](#)

[Doodle](#)



[Google](#)

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# What are the products that Google provided for their customers?

## Table : Google Services & Tools

Search	Communicate & share	Business solutions
(1) Web Search	(1) Google Docs	(1) Google Adword
(2) Google Chrome	(2) Google Translate	(2) Google AdSense
(3) Google News	(3) Google Talks	(3) Google Analytics
(4) Google Scholar		(4) Google apps
		(5) Google checkout



# Potential Users

Service & Products		Launched/ Released Year	Potential Users
Search	Web Search	1995	<ul style="list-style-type: none"><li>• Students</li><li>• Office workers</li><li>• Professionals</li><li>• Elders</li><li>• Commercial customers</li></ul>
	Scholar	2004/ 10	<ul style="list-style-type: none"><li>• Students</li><li>• Office workers</li><li>• Professionals</li></ul>
	News	2002 / 9	<ul style="list-style-type: none"><li>• Students</li><li>• Office workers</li><li>• Professionals</li><li>• Elders</li></ul>
	Chrome	2008/ 9	<ul style="list-style-type: none"><li>• Students</li><li>• Office workers</li><li>• Professionals</li></ul>



# Potential Users

Service & Products		Launched/ Released Year	Potential Users
Communicate & Share	Talks	2005/ 8	<ul style="list-style-type: none"><li>• Students</li><li>• Office workers</li><li>• Professionals</li><li>• Elders</li></ul>
	Docs	2006/ 3	<ul style="list-style-type: none"><li>• Students</li><li>• Office workers</li><li>• Professionals</li></ul>
	Translate	2005/8	<ul style="list-style-type: none"><li>• Students</li><li>• Office workers</li><li>• Professionals</li></ul>
Business Solution	AdWord	2000/ 10	•Commercial customers
	AdSense	2003/ 3	
	Analytics	2005/ 11	<ul style="list-style-type: none"><li>• Office workers</li><li>• Professionals</li><li>• Commercial customers</li></ul>





# Overview of Five years Google stock Price

Alphabet Inc. (GOOG) 936.49 4.27 (0.46%) As of 2:26PM EDT. NasdaqGS Real Time Price. Market open.



+ Add Indicator + Compare | 5d | Area | Settings | Reset

GCM17.CMX 1230.90 FB 150.11 GOOG 937.17

Open 1230.80  
Close 1230.90  
Low 1230.80  
High 1230.90  
Vol 0.00  
% Chg 0.00%



Wed 12:00AM Thu 12:00AM Fri 12:00AM Sun 12:00AM Mon 12:00AM

# Google Stock Price Compared to Other Alternative



# 959.22 +4.08 (0.43%)

After Hours: 959.22 0.00 (0.00%)

May 15, 5:55PM EDT

NASDAQ real-time data - Disclaimer

Currency in USD

Range 952.82 - 962.70 Div/yield -  
52 week 672.66 - 962.70 EPS 31.02  
Open 955.29 Shares 297.63M  
Vol / Avg. 1.33M/1.55M Beta 0.95  
Mkt cap 655.04B Inst. own 83%  
P/E 30.92

G+1 6.8k

Dow Jones	20,981.94	0.41%	<div style="width: 100%; height: 10px; background-color: #90EE90;"></div>
Nasdaq	6,149.67	0.46%	<div style="width: 100%; height: 10px; background-color: #90EE90;"></div>
Technology		0.48%	<div style="width: 100%; height: 10px; background-color: #90EE90;"></div>
GOOGL	959.22	0.43%	<div style="width: 100%; height: 10px; background-color: #90EE90;"></div>

Compare:    Dow Jones  Nasdaq  BIDU  YNDX  YHOO  MSFT  LNVGY  AAPL  IBM

« less



Settings | Technicals | [Link to this view](#)

Volume delayed by 15 mins.  
Prices are not from all markets



# Google Stock Price Compared to Other Alternative

Show:  ▾

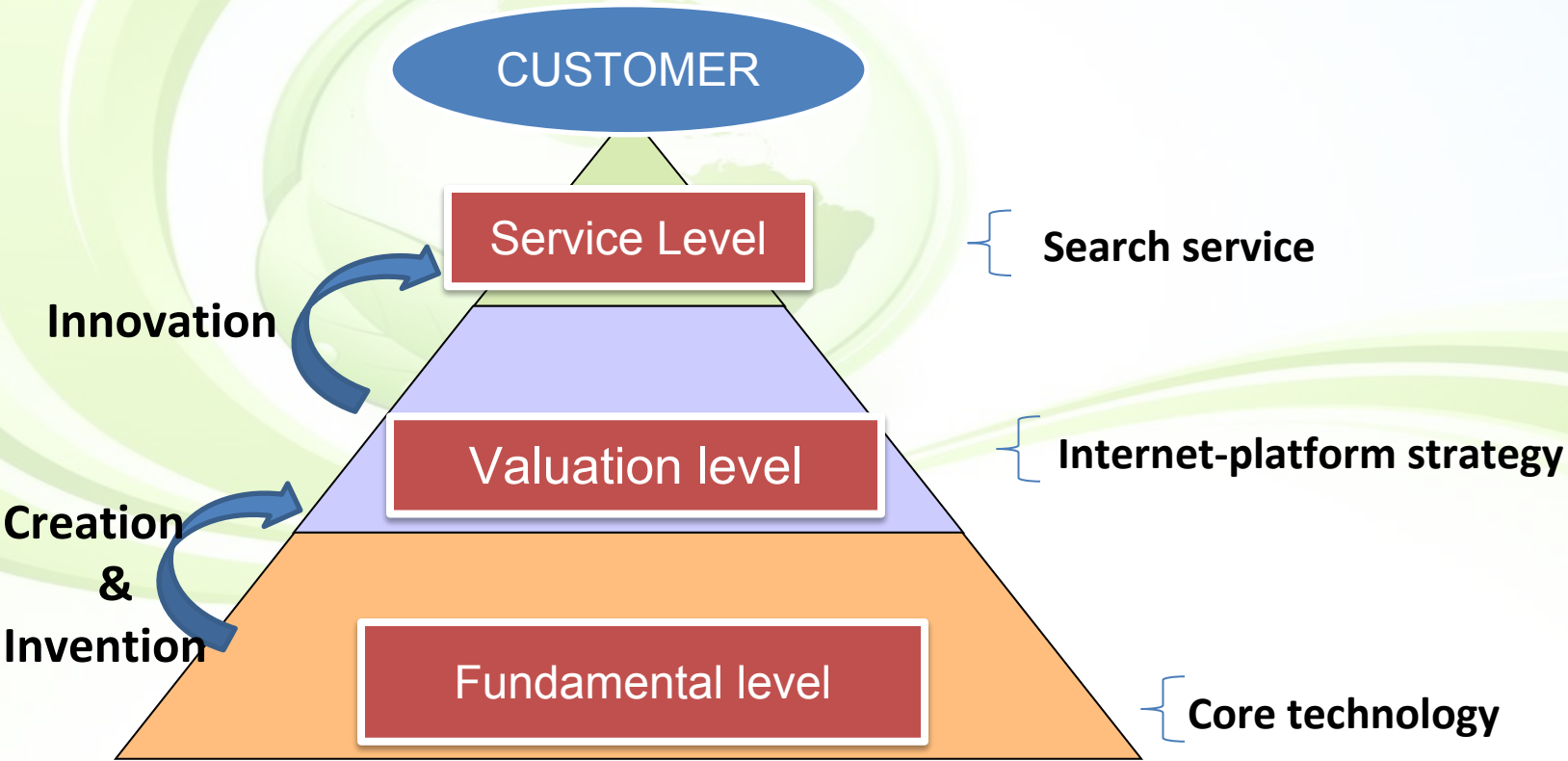
[Add or remove columns](#)


Valuation





	Company name	Price	Change	Chg %	d   m   y	Mkt Cap
GOOGL	Google Inc	537.76	-8.93	-1.63%		362.07B
BIDU	Eaidu Inc (ADR)	149.74	-1.23	-0.81%		52.36B
YHOO	Yahoo! Inc.	32.87	-0.53	-1.59%		33.18B
YNDX	Yandex NV	23.01	-0.37	-1.30%		9.71B
MSFT	Microsoft Corpora...	39.21	-0.15	-0.38%		325.46B
BCOR	Elucora Inc	13.96	-0.31	-1.61%		799.88M
AAPL	Apple Inc.	519.61	-3.87	-0.74%		463.72B
IACI	IAC/InterActiveCorp	63.82	+0.45	0.66%		5.66B
EBAY	eBay Inc	53.46	-0.62	-1.15%		69.21B
FB	Facebook Inc	53.53	-0.63	-1.06%		149.08B
AMZN	Amazon.com, Inc.	311.73	-5.38	-1.70%		143.17B




# The Value Chain of Google




Interest by subregion City  


1	Mosul	100	
2	Sulaymaniyah	89	
3	Baghdad	82	
4	Kirkuk	63	
5	Erbil	63	
6	Duhok	61	

Related queries Top  

1	فيس بوك	100	
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Interest by subregion Subregion   

1	Erbil	100	
2	Duhok	88	
3	Sulaymaniyah	86	
4	Ninawa	71	
5	Kirkuk	59	
6	Baghdad	47	

Related queries Top  

1	google	100	
2	گوگل	25	
3	گوگل	5	
4	جوجل	5	
5	www.google.com	5	
6	گوگل مترجم	5	



# Conclusion

- ✓ Google applies their organizational core-advantage to provide lots of convenient and free services for users.
- ✓ To establish Google's brand and searching reputation.
- ✓ We believe that Google's success is due to their innovative ability, and focus on search.
- ✓ Without a good information swimming in this markets are



‘...زۆر سوپاس بۆ ئاماده بوونتان

Thank you!! 😊

شكراً لكم على إهتمامكم ...