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Four businesses had, by 2012, grown to dominate the infrastructure that all firms rely on to reach online customers. Will the balance of power among the four persist, will one take command at the expense of the other three, or are all four more vulnerable than they seem to outside forces? What are the implications for the pace at which consumers go online?

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Google Case. DIVISION: BUSINESS ADMINISTRATION INSTRUCTOR: PROF. SEONG-JIN CHOI HARVARD BUSINESS SCHOOL CASE: Google Inc. (Abridged) 2nd case report Fall Semester 2013 Seoul, 10th September 2013 submitted by: Karl Rempel Asternweg 5 67551 Worms +49 160 990 100 78 karl.rempel@fh-worms.de student-id: 9100420130 Summary The Harvard Business Case "Google Inc. (Abridged)" from December 14 th ...

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Introduction A case study approach is used in analyzing the sustainability of effective staff training and development in the workplace. Google Inc was chosen as the case study subject because the company had been twice voted as 'Best Company to Work for in America' in the years 2007 and 2008 (Great Place to Work 2010).

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In the case of Google, the Chinese government served as a hurdle for Google in setting up the global business. An obstacle to the global business, the Chinese government's role was to control the new business and intervene in the commercial activities in an effort to protect the value system imposed by the government (Tam, 2002).

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