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Sciences,  
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language:  
English, abstract:  
In strategic  
management  
research  
particularly the  
corporate culture  
is an important  
and outstanding***

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***topic. In the  
existing  
literature have  
crystallized  
innumerable  
approaches of  
the economical  
cultural  
research. The  
corporate culture  
found special  
appeal as  
Japanese  
companies***

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***obtained an improbable export success. Particularly the western industrial nations felt this worldwide expansion as threatening. The typical corporate culture of the Japanese companies is the***

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***key to success.1  
From this  
innumerable  
concepts of  
corporate culture  
were developed,  
which partly  
come to carry in  
this work.2 At  
first corporate  
culture is  
described in  
general and the  
most important***

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***definitions are clarified.***

***Subsequently, an introduction to the forms and goals takes place. The condition for a successful corporate culture is the mission statement of a company, which is described in***

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***the subsequent section. Further the measurement (section 2.4) is meaningful to the culture, in order to define the actual deviation from the targets situation of the culture and introduce measures. In***

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***section 2.5, the creation of a corporate culture is described. Also this is very important to act target-oriented. The conclusion of the theory part forms the success of a corporate culture, which is the most***



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***significant section and in order to that the company will be promoted further. After that follows the case with Google. At first is given an overview of the company and its corporate culture. At last the innovation-***

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***oriented culture of Google is described, which led to the success of the company. Finally the summary of the theory part and the case Google takes place. [...] 1 Von der Oelsnitz, D. (2009): Die innovative***

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Pullig, K. (2000):  
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***selection process. Besides these themes the future development of Googles Corporate Culture and Structure affected by the enormous growth of the company is brought forward. The essay ends with a comparison***

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***of Google with the  
German High Tech  
company SAP  
which had a  
similar  
development 20  
years earlier.  
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structure of the  
work is divided  
into a theoretical  
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competitors in providing search engines: Yahoo, Baidu and Microsoft (Business Insights, p. 32, 2010). Above, Google has scarcely been rated as most valuable brand worldwide (Berger, 2010). Financial data are fairytale-like: from \$ 85 (IPO,

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2004), share price rose by 800 percent up to \$ 642; margins of 36,8 percent, annual revenues of \$ 29,32 bn and an EBIT of \$ 10,8 bn strengthen the picture of high profitability and economic well-being (Google Inc., p. 27, 2010; Osiris, 2011).

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Delivering online advertising which is significantly adjusted to the customer primarily generates revenue for Google: together with licenses for its search engine technology, GoogleAdWords, an auction-based advertising program,

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and

GoogleAdSense,  
distributing ads in  
the Google Network,  
are main sources of  
income (Stross,  
2008). Today,  
Google holds  
market share in  
global search  
advertising of 74,3  
percent (Business  
Insights, p. 12,

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2010); longing for even more awareness, content such as YouTube, GoogleEarth, GoogleEnterprise or GoogleMaps is only a precise of what Google additionally offers - all services being positioned online (Google Inc., p. 4f., 2009).

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Downside of the global success story is that Google keeps walking on the edge of ethics and legality, as detractors arraign (Hintermeier, 2011). Further, the company is already under the weather of internal alterations and legal

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denunciations (Fleischmann, 2011). Though analysts foresee further growth in 2011/2012 (Moran, p. 20, 2011), increasing rivalry as well as internal and societal debates might harm the company in the author's opinion.



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