




What is Google? 

Google Search

I'm Feeling Lucky

G

“Google is not a
conventional company.
**We do not intend to
become one.”**

Larry Page

Larry Page

Sergey Brin

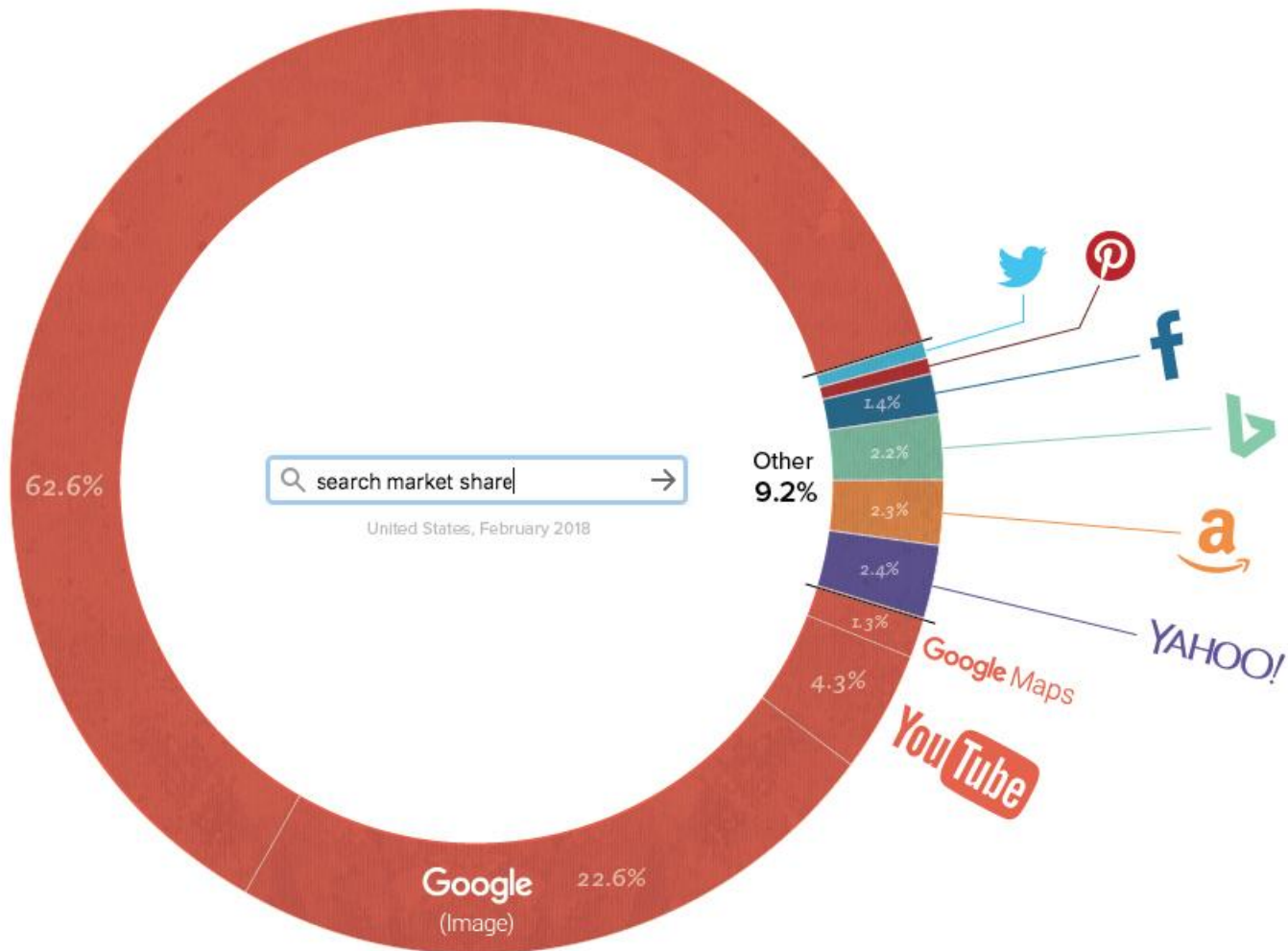
Sergey Brin

Q How people find what they're looking for

Google

90.8%

Search Platforms
(inc. YouTube)



search market share

United States, February 2018

Other
9.2%

YouTube
Google Maps

YAHOO!

a

f

Twitter
Pinterest

Google
(Image) 22.6%

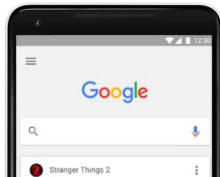
Search & Explore



Search

Ask questions. Find answers.

[Get started](#) [Support](#)



Translate

Speak, scan, type, or draw to translate in over 100 languages.

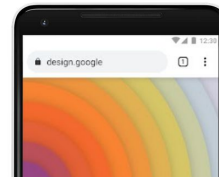
[Get started](#) [Support](#)



Chrome

One fast, simple, and secure browser for all your devices.

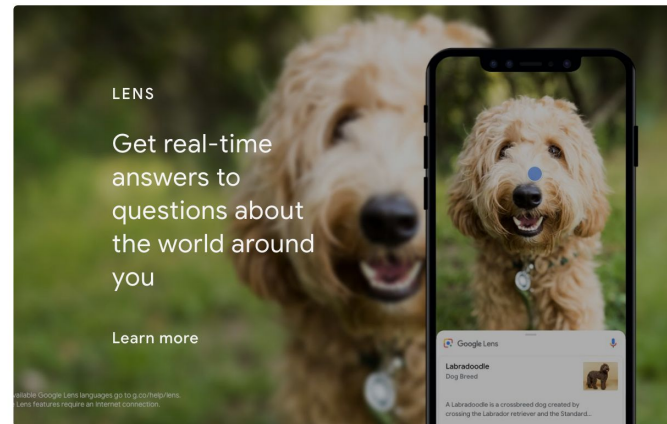
[Get started](#) [Support](#)



Maps

Explore your neighborhood and get around with real-time traffic information.

[Get started](#) [Support](#)



Devices made by Google



Pixel

The phone with the best of Google, all in one place.

[Learn More](#) [Support](#)



Connected Home

Introducing Google Nest. Welcome to the helpful home.

[Learn more](#) [Support](#)



Pixelbook Go

The go-there, do-that Chromebook.

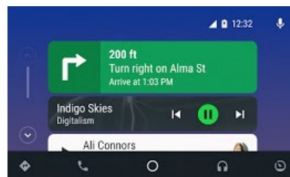
[Get started](#) [Support](#)



Android Auto

Voice actions, navigation, and music - now in your car.

[Get started](#) [Support](#)



Android OS

The platform that gets better every day.

[Learn More](#) [Support](#)



Wear OS by Google

Make every minute matter - track fitness, stay connected, stay ahead.

[Learn More](#) [Support](#)



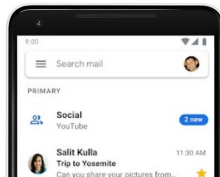
Stay organized



Gmail

Get more done with email by Google.

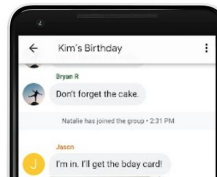
[Get started](#) [Support](#)



Messages

Simple, helpful messaging to help you connect with those who matter.

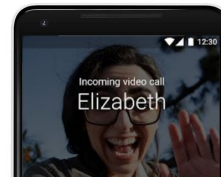
[Get started](#) [Support](#)



Google Duo

Simple, high quality video calling for Android and iOS.

[Get started](#) [Support](#)



Google Photos

All your photos, organized, and easy to find.

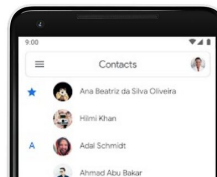
[Get started](#) [Support](#)



Contacts

Keep your address book clean, safely backed up, and available everywhere.

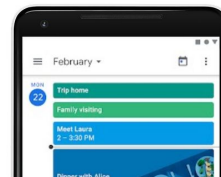
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Calendar

Organize your schedule and share events with those in your life.

[Get started](#) [Support](#)

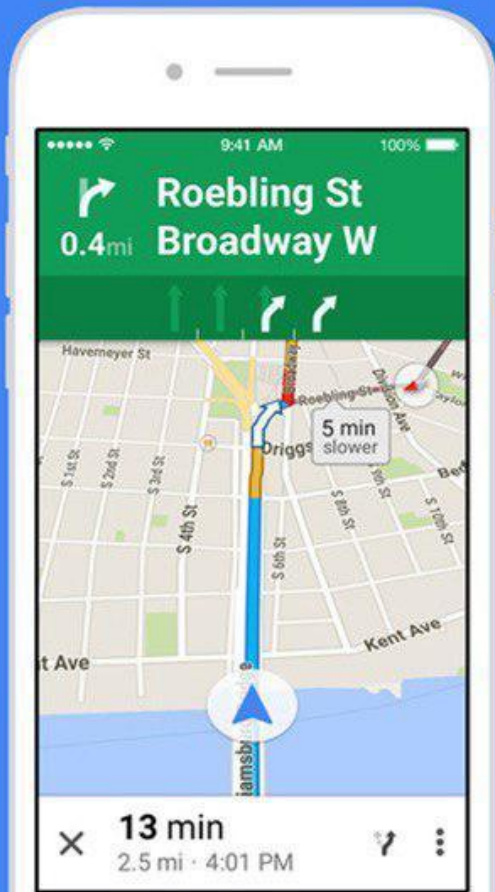




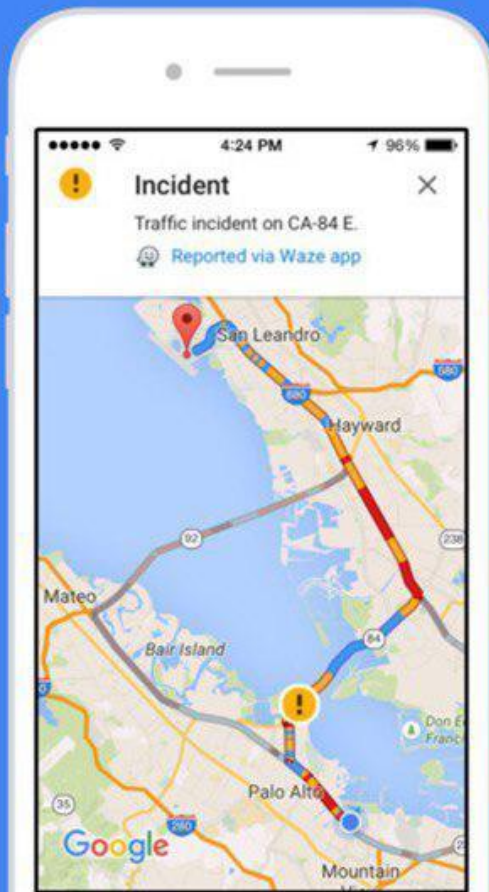
PROJECT & RESEARCH

Advancing the state of the art

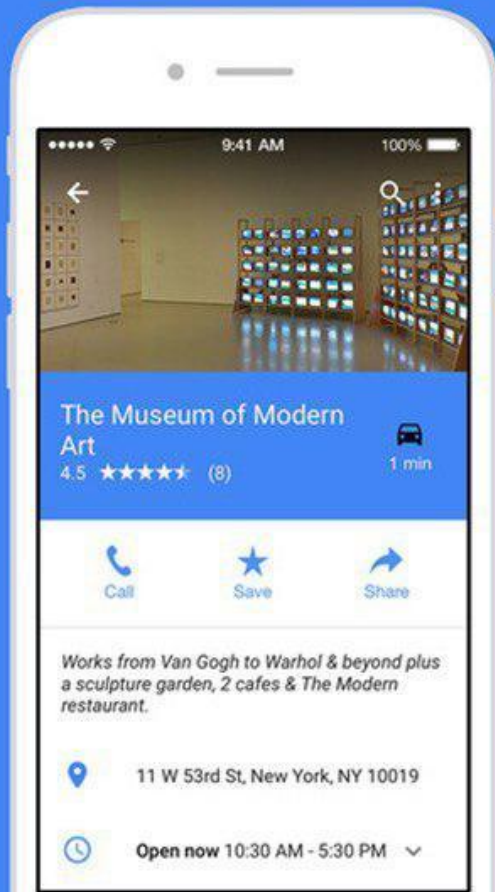
Navigate with ease



Outsmart traffic

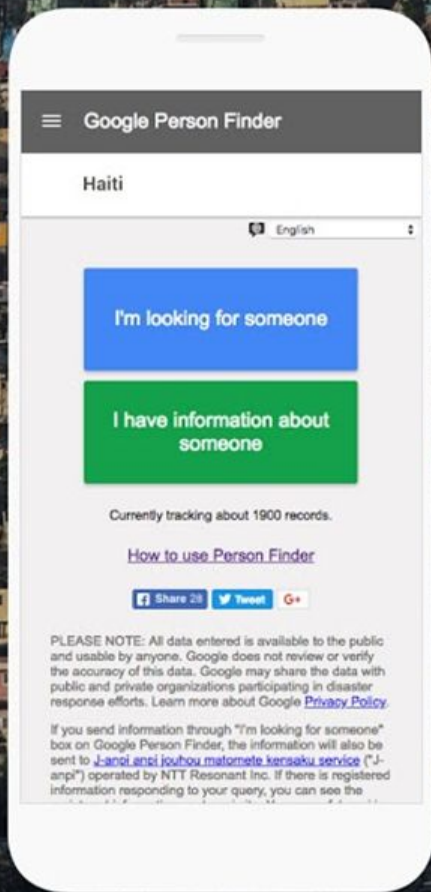


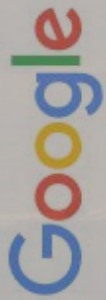
Find local businesses



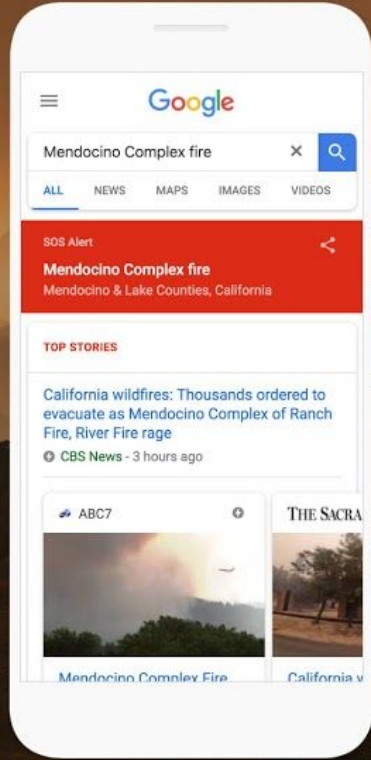


Crisis Response



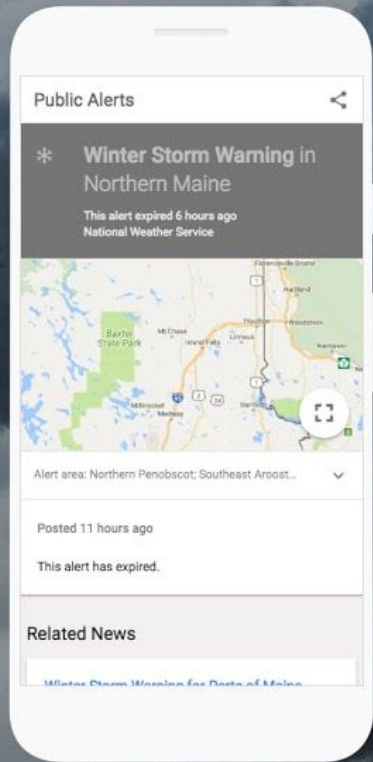


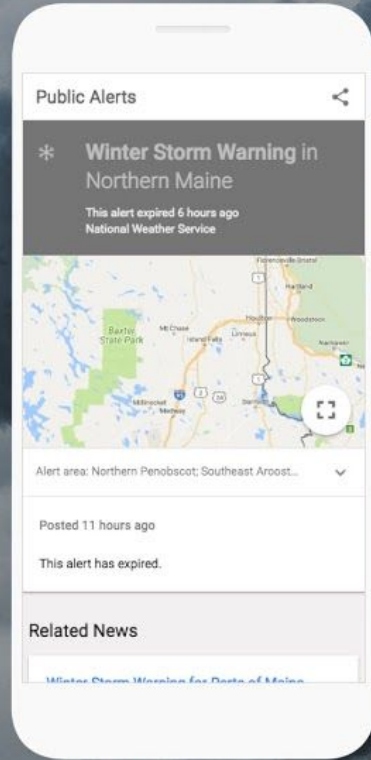
Crisis Response





Crisis Response





“In crisis situations, people are desperately looking for information that can help them make decisions for their safety,” explains Matias, “and we have the opportunity to make this information available to them in these tragic moments.”

Yossi Matias, VP Engineering of Google and head of the Israel R&D Center.





52
BANKS

<45
MINUTES

6.5M
LITERS

5.8M
DONORS

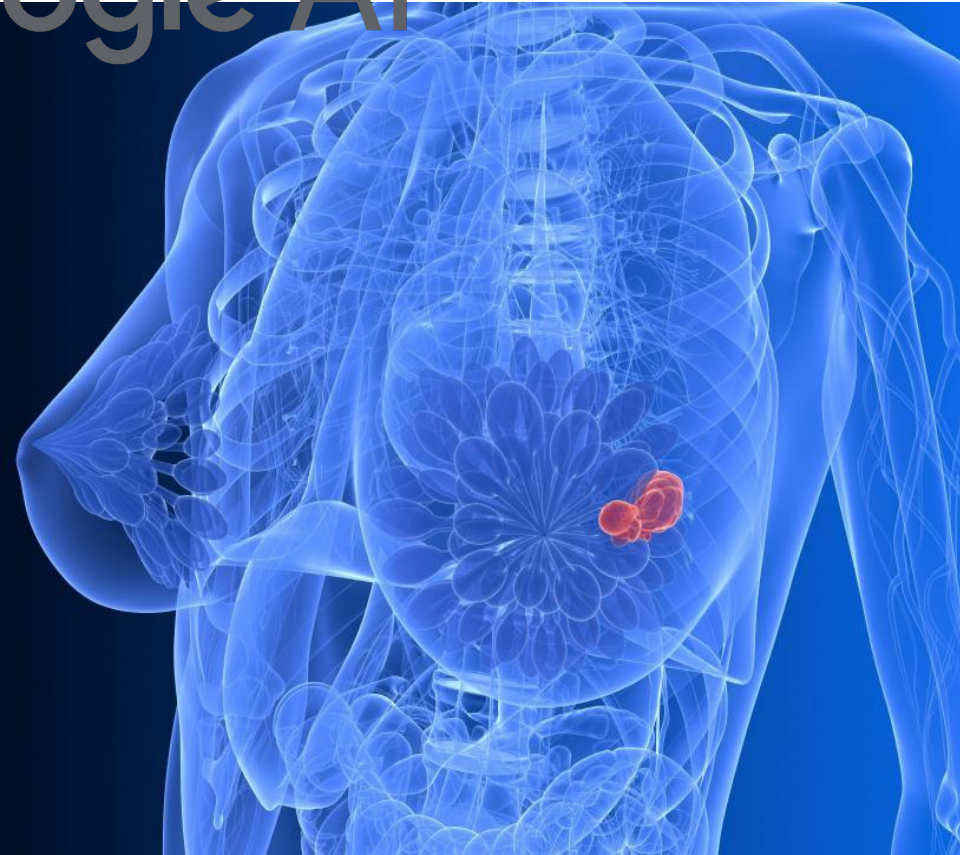
3600
LIVES
SAVED

+ LifeBank



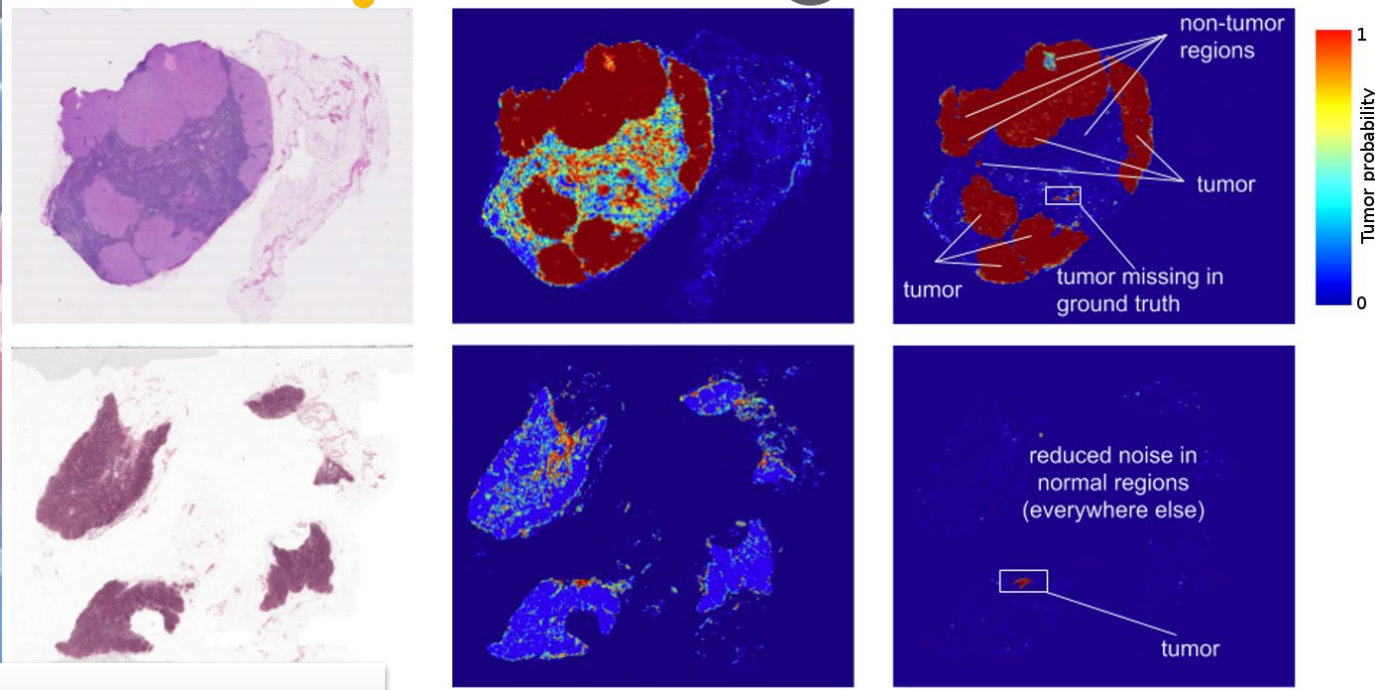


Google AI





Google AI



“By predicting who will develop cancer in the future, we can catch cancer before symptoms ever arise and hopefully save lives.”



Google's research philosophy

- ❑ Algorithms and optimization
- ❑ Augmented and virtual reality
- ❑ Computational neuroscience
- ❑ Digital media processing
- ❑ **Geo/maps**
- ❑ **Health research**
- ❑ Human-computer interaction
- ❑ Information retrieval and real time content
- ❑ **Machine learning and data mining**
- ❑ Machine perception
- ❑ Machine translation
- ❑ Mobile
- ❑ Natural language processing
- ❑ Networking
- ❑ Physical interfaces
- ❑ Privacy
- ❑ Quantum computing
- ❑ Security
- ❑ Social signal processing
- ❑ Software engineering and programming languages
- ❑ Speech
- ❑ Structured data, extraction, semantic graph, and database management
- ❑ Systems (hardware and software)

A decorative graphic in the top-left corner of the slide. It consists of a thick L-shaped line that is segmented into colors: red, blue, green, yellow, red, blue, and green. Below the vertical part of the L-shape, there are three solid circles: a red one, a yellow one, and a larger green one.

How Google care for Googlers



Maternity/paternity leave benefit



Death benefit



Death benefit

“...turns out that the reason we’re doing these things for employees is not because it’s important to the business, but simply because it’s the right thing to do.”

Google’s Chief People Officer, Laszlo Bock



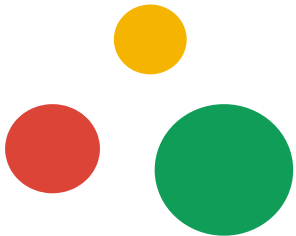
Free food



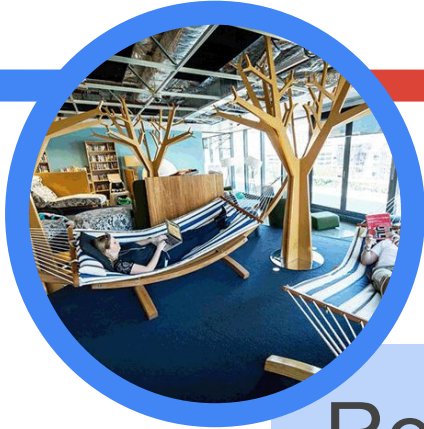
Dog at work



Relax zone

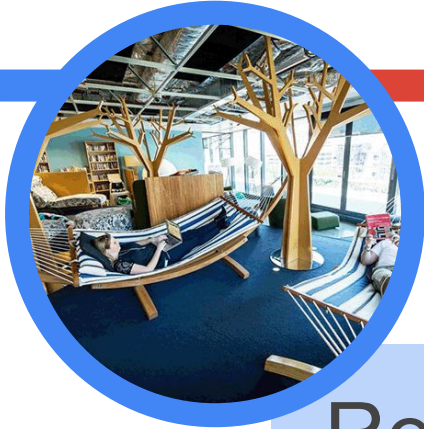


Entertainment



Relax zone

Entertainment



Relax zone



Innovative ideas

How Google care for Startups



Build a product



Get insights and analytics



Get hosting and storage



Increase productivity



Market your product



Monetize your product



Implement machine learning



Optimize for the web



Strengthen security

[View all tools](#)

Code of Conduct and Ethics

Serve Our Users

- Integrity
- Usefulness
- Privacy and Freedom of Expression
- Responsiveness

Support Each Other

- Equal Opportunity Employment
- Positive Environment
- Drugs and Alcohol
- Safe Workplace
- Dog Policy

Protect Google's Assets

- Intellectual Property
- Company Equipment
- The Network

Ensure Financial Integrity and Responsibility

Obey the Law

- Trade Controls
- Competition Laws
- Insider Trading Laws
- Anti-Bribery Laws

Preserve Confidentiality

- Confidential Information
- Google Partners
- Competitors; Former Employers
- Outside Communications and Research

Avoid Conflicts of Interest

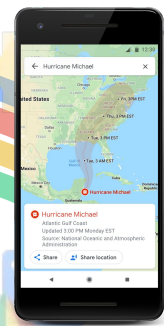
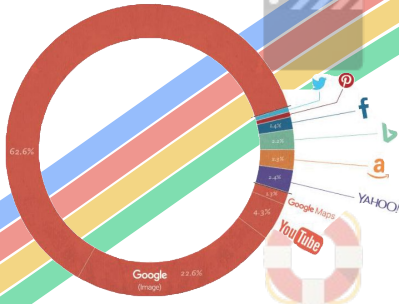
- Personal Investments
- Outside Employment and Inventions
- Outside Board Memberships
- Business Opportunities
- Friends and Relatives; Co-Worker Relationships
- Gifts, Entertainment and Payments
- Reporting



do
the
right
thing



Google



Don't pick a JOB. Pick a BOSS.

Your first boss is the biggest factor in your career success.

A boss who doesn't trust you won't give you opportunities to grow.



William Raduchel



Angelica Fabrello

Martina Battisti

Mauro Gasperotti

Rawlings Ntassah

Riccardo Ratta