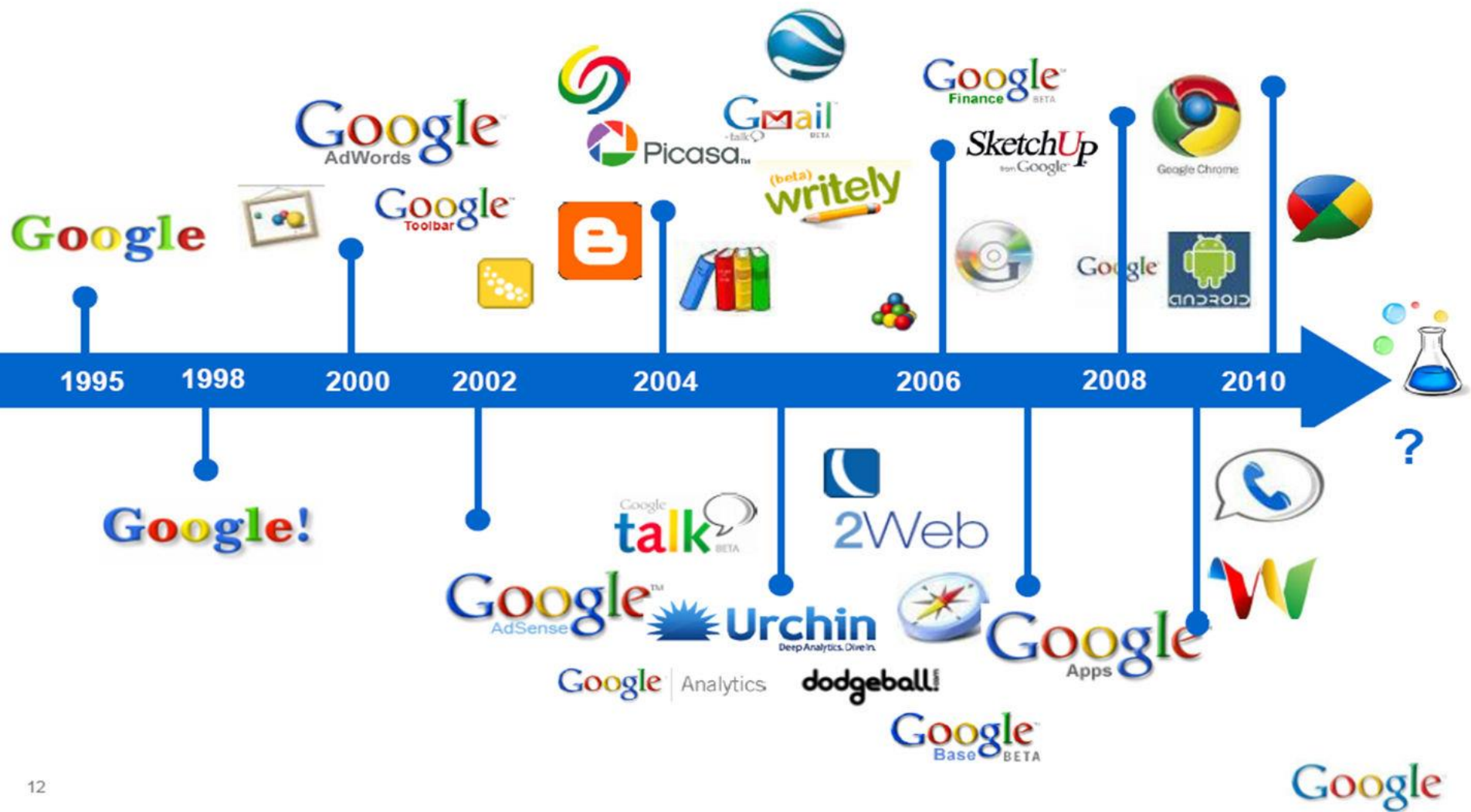


ALPHABET - GOOGLE

Nikola Mišnić

Tehnologije i inovacije



Google danas

- 63 000 pretraga po sekundi
- 160 milijardi \$ (sa 136 m\$)
- 85% prihoda od oglašavanja
- Gotovo 100 000 zaposlenih
- 920 sa 753 milijardi \$
- 20% radnog vremena





A modern office interior with a large slide, a bar area, and a kitchen. The room features a large, light-colored slide on the right side, a bar area with a white table and chairs in the center, and a kitchen area with a refrigerator and shelves on the left. The ceiling is industrial with exposed pipes and lights. The walls are blue and decorated with nautical-themed items like surfboards and flags. A sign on the wall reads "SURFBOARD FOR RENT".

Google – hrana je uvijek na 150 koraka

Guglovih 10



Istorijat Google

1995. Godina

Larry Page i Sergej Brin

PageRank

1 i 100 nula

Brzi rast

KPCB i Sequoia Capital

IPO 2004.

Privlačenje korisnika

- Pretraga
- Mape
- Gmail
- Cloud memorija
- Društvene mreže

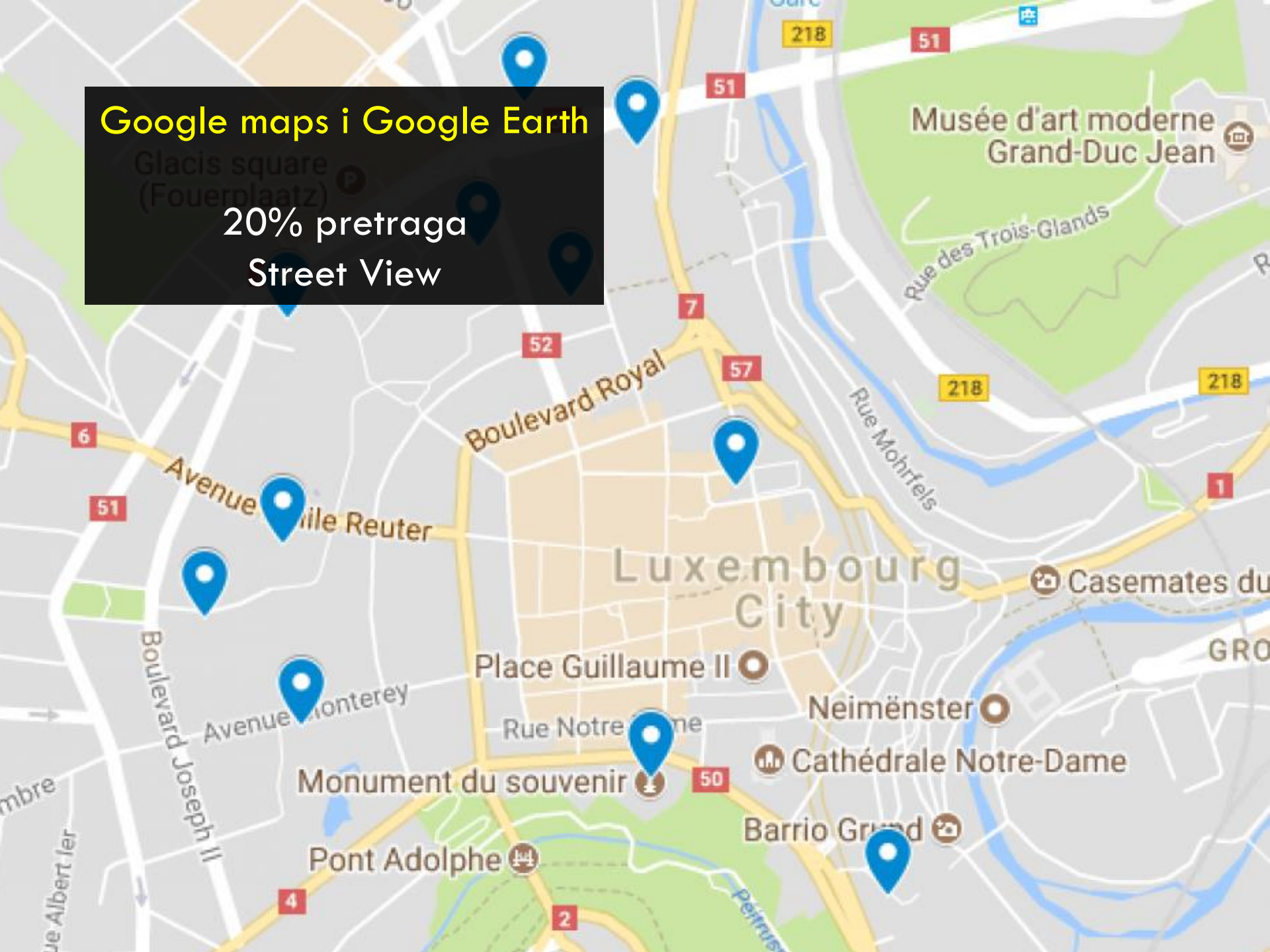


Google maps i Google Earth

Glacis square
(Fouernplaatz)

20% pretraga

Street View



Znamo gdje ste. Znamo gdje ste bili. Mi manje-
više znamo i o čemu razmišljate.

Eric Schmidt

bivši direktor Googla



Google

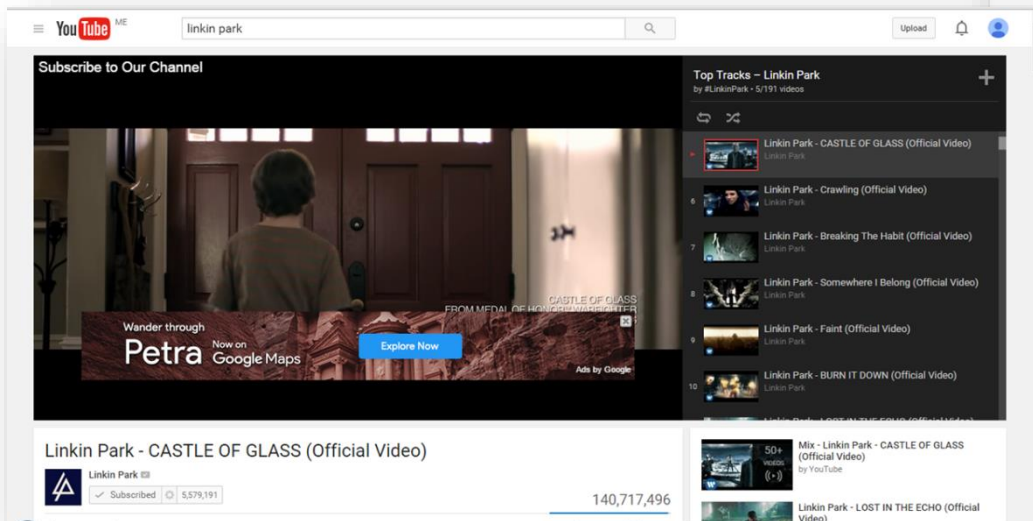
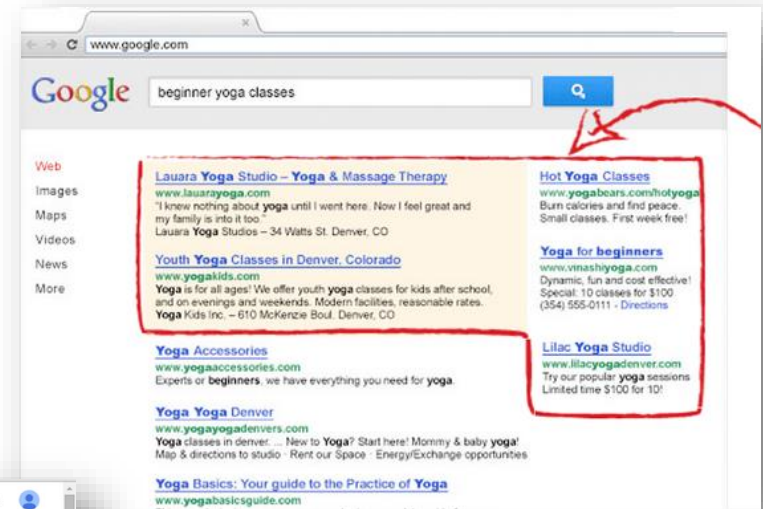
Podjela affiliate modela poslovanja

- Plaćanje po kliku (CPC)
- **Plaćanje po prikazu (CPI)***
- Plaćanje po prodaji (PPS)
- Plaćanje za akciju (PPL)
- SEO



Google affiliate marketing

- AdWords
- AdSense



Google alati

- Google trends
- **Google key word tool**
- Google analitika
- Youtube
- **REmarketing**



Chrome i Android

- Web-browser
- Promjena ka mobilnim telefonima
- Jedinstveni software za mobilne telefone
- **Android platforma**
- Play store

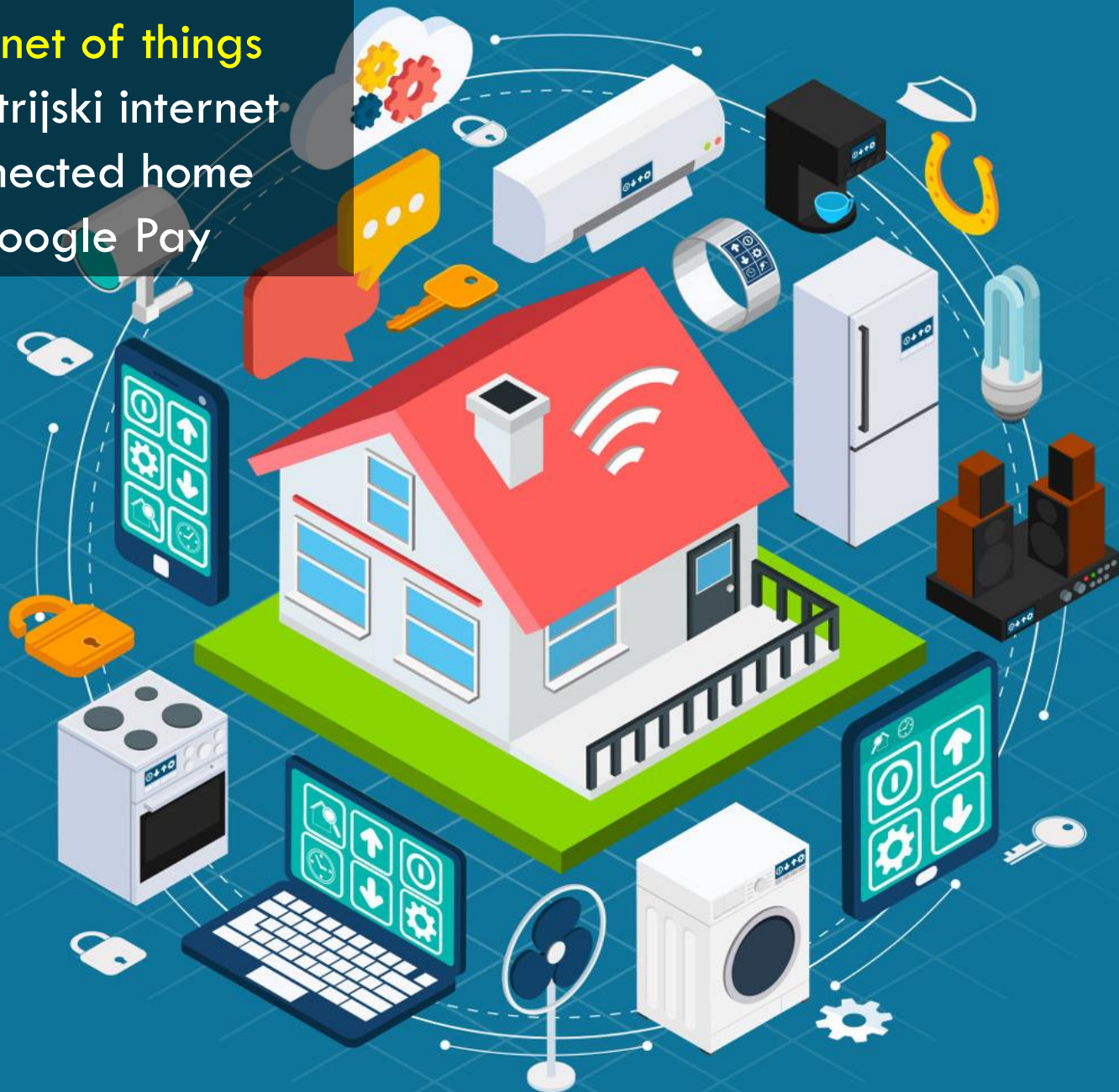


Promašaji

- Google+
- Currents
- Picasa
- **Motorola Mobila**



Internet of things
Industrijski internet
connected home
Google Pay



700E SERIES

Agricultural
Crawler Tractor

proceedix



Google Glass

Google self-driving car





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