



# *All Things Google*

Geri Carter  
Spring 2011

## In the beginning

- Co-Founders
  - Larry Page
  - Sergey Brin
- September 1998
- Employees worldwide – 20,000
- Team represents most experienced technology professionals in the industry

- An American multinational public corporation
- Major initiatives
  - Internet search
  - Cloud computing
  - Advertising technologies

## US subsidiaries

@Last Software, Inc.

**Android, Inc.**

Applied Semantics, Inc.

dMarc Broadcasting, Inc.

Ganji Inc.

Google International LLC

Google LLC

Google Payment Corp.

Ignite Logic, Inc.

JASS Inc.

JG Productions Inc.

JotSpot Inc.

Kaltix Corporation

Liquid Acquisition Corp. 2

Neotonic Software

Nevengineering, Inc.

Orkut.com, LLC

Picasa LLC

PiFidelity Holding Corp

PiFidelity LLC

Scott Concepts, LLC

Scott Studios, LLC

SkillSet LLC

The Salinger Group LLC

Transformic, Inc.

Upstartle, LLC

Urchin Software Corp

Where2 LLC

**YouTube, LLC**

ZipDash, Inc.

## What's been happening going head-to-head

	Google	Microsoft	Mac
Browser	Chrome	Internet Explorer	Safari
Search	Google	Bing	More into software for desktop search. Supports all the major search engines
eMail	Gmail	Hotmail MSN	Supports all
Applications	<a href="http://pack.google.com/intl/en/pack_installer.html">http://pack.google.com/intl/en/pack_installer.html</a>	<a href="http://explore.live.com/">http://explore.live.com/</a>	<a href="http://www.mac-essentials.info/">http://www.mac-essentials.info/</a>

## What's happening to Google?

- Started as a search engine
- Now, it's way more
  - It's a web portal
  - Cloud computing\*\* : It's a suite of tools
  - Internet-based services and products

\*\* cloud computing is an increasingly popular method of computing which takes software and data outside of personal confines and puts it on a server, accessible with an Internet connection. This means users are required to install little to nothing to access applications that handle e-mail and a wide variety of other documents.

## What's happening to Google?

- We've created a new verb
  - Did you google that?
- We're going to explore some of its tools during this course

## What is it?

- Web browser
- Search
- Email
- Word processing
- Spreadsheets
- Presentations
- Etc.

## gMail

- Set up a gmail account



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BOSTON

# All Things Google

Click on more

## More Google Products

### Search



[Alerts](#)

Get email updates on the topics of your choice



[Blog Search](#)

Find blogs on your favorite topics



[Books](#)

Search the full text of books



[Checkout](#)

Complete online purchases more quickly and securely



[Google Chrome](#)

A browser built for speed, stability and security



[Custom Search](#)

Create a customized search experience for your community



[Desktop](#)

Search and personalize your computer



[Directory](#)

Search the web, organized by topic or category



[Earth](#)

Explore the world from your computer

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## Search products continued



### [Finance](#)

Business info, news and interactive charts



### [Google Health](#)

Organize your medical records online



### [iGoogle](#)

Add news, games and more to your Google homepage



### [Images](#)

Search for images on the web



### [Maps](#)

View maps and directions



### [News](#)

Search thousands of news stories



### [Patent Search](#)

Search the full text of US Patents



### [Product Search](#)

Search for stuff to buy



### [Realtime](#)<sup>New!</sup>

Get live updates from popular social sites, news sources, and blogs



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## Search products continued



[Scholar](#)

Search scholarly papers



[Toolbar](#)

Add a search box to your browser



[Trends](#)

Explore past and present search trends



[Videos](#)

Search for videos on the web



[Web Search](#)

Search billions of web pages



[Web Search Features](#)

Find movies, music, stocks, books and more

## Explore and innovate



[Code](#)

Developer tools, APIs and resources



[Labs](#)

Explore Google's technology playground

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## Communicate, show & share



[Blogger](#)

Share your life online with a blog - it's quick, easy and free



[Calendar](#)

Organize your schedule and share events with friends



[Docs](#)

Create and share your online documents, presentations and spreadsheets



[Groups](#)

Create mailing lists and discussion groups



[Knol](#)

Share what you know



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# All Things Google

## Communicate, show & share



[Google Mail](#)

Fast, searchable email with less spam



[Orkut](#)

Meet new people and stay in touch with friends



[Panoramio](#) <sup>New!</sup>

Explore and share photos of the world



[Picasa](#)

Find, edit and share your photos



[Picnik](#) <sup>New!</sup>

Fast, easy and fun photo-editing



[Reader](#)

Get all your blogs and news feeds fast



[Sites](#)

Create websites and secure group wikis



[SketchUp](#)

Build 3D models quickly and easily



[Talk](#)

IM and call your friends through your computer

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## Communicate, show & share



[Translate](#)

View web pages in other languages



[Voice](#)

One number for all your phones, online voicemail and cheap calling



[YouTube](#)

Watch, upload and share videos

## Go mobile



[Mobile](#)

Get Google products on your mobile phone



[Maps for mobile](#)

View maps, your location and get directions on your phone



[Search for mobile](#)

Search Google wherever you are

## Make your computer work better



[Pack](#)

A free collection of essential software

# All Things Google



[Web Search](#)

Search billions of web pages



[Web Search Features](#)

Find movies, music, stocks, books and more



[Google Mail](#)

Fast, searchable email with less spam



[Google Chrome](#)

A browser built for speed, stability and security

## Google docs

### Create and share your work online with Google Docs

- **Upload your files from your desktop:** It's easy to get started and it's free!
- **Access anywhere:** Edit and view your docs from any computer or smart phone.
- **Share your work:** Real-time collaboration means work gets done more quickly.



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## Chrome – the Google Browser

- Speed
- Simplicity
- Security



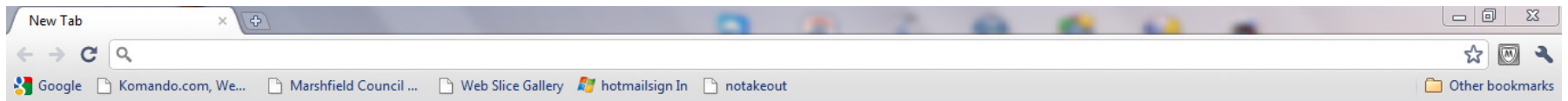
## Chrome

### •What is a browser?

<http://www.whatbrowser.org/en/>

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- Install
- Import bookmarks



Most visited



Google



Celebrity gossip, news and m...



Sign In



Welcome to Google Chrome



Google Chrome Themes Gallery



Recently closed

Hotmail - carte...