■**ASSIGNMENT QUESTIONS**■

1. What is Google’s corporate strategy? Does Google have a clear vision of what it wants to become?
2. Evaluate Google’s diversification into new products and businesses, with particular reference to (a) browsers (Chrome), (b) mobile phone operating systems (Android), and (c) mobile devices (Motorola).
3. Does Google need to refocus? How should Google delineate its corporate boundaries and which businesses or products would you recommend abandoning or selling (if any)?