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**KEY ECONOMIC CONCEPTS ILLUSTRATED IN THIS DOCUMENTARY**

1. **THE IMPORTANCE OF TECHNOLOGICAL INNOVATION IN CREATING MARKETS , EXPANDING MARKETS , INCREASING PRODUCTIVITY , AND LOWERING COSTS AS WELL AS PRICES , INCREASING WEALTH AND THE STANDARD OF LIVING**
  2. **THE IMPORTANCE OF ACCESS TO AND EFFECTIVE MANAGEMENT OF INFORMATION MANAGEMENT SYSTEMS TO THE SUCCESS OF BUSINESSES**
  3. **THE FUTURE OF MARKETING , ADVERTISING , DISTRIBUTION , AND LABOR RELATIONS**
  4. **CHARACTERISTICS OF BUSINESS ORGANIZATIONS > START UPS ; ANGEL INVESTORS , VENTURE CAPITAL , ENTREPRENEURS > CORPORATIONS ; STOCK , PROFITS , IMPORTANCE OF RESEARCH AND DEVELOPMENT**
  5. **IMPORTANCE OF THE RULE OF LAW FOR EMERGING INDUSTRIES > IN THIS CASE THE FOURTH AMENDMENT AND PRIVACY**
  6. **FREE MARKET CONCEPTS AND PRINCIPLES > ADAM SMITH'S INVISIBLE HAND ; PRIVATE OWNERSHIP , INCENTIVE , AND COMPETITION**
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**\*\* NOTE TAKING SHOULD BEGIN 2:30 INTO PART 1 OF THIS VIDEO**

**INTRODUCTION**

**WHAT ASPECT OF ITS CULTURE DOES GOOGLE CEO ERIC SCHMIDT ( NOW THE FORMER CEO ) SAY THAT THE COMPANY WORKS HARD AT ?**

**SCHMIDT SAYS THAT GOOGLE TRIES TO ATTRACT THE BEST MINDS AND TO MAKE WORK \_\_\_\_\_ AND \_\_\_\_\_**

**WHAT IS THE STRATEGY BEHIND ALL THE FREE BENEFITS IT PROVIDES ITS EMPLOYEES ?**

**WHAT DOES THE WORD “ GOOGLE “ MEAN ?**

**THE BUSINESS OF SEARCH**

**WHAT IS GOOGLE’S CROWN JEWEL AND GREATEST INVENTION ?**

**AUTHOR JOHN BATTELE SAYS THAT GOOGLE MAY BE THE MOST SUCCESSFUL COMPANY IN HISTORY BASED ON WHAT MEASUREMENT ?**

**HOW MUCH OF A PROFIT DID GOOGLE EARN IN 2008 ?**

**THE SECRET TO GOOGLE’S SEARCH ENGINE’S EFFECTIVENESS IS ITS UNIQUE INDEXING CAPABILITY CALLED \_\_\_\_\_**

**( HINT - ITS NAMED AFTER ONE OF GOOGLE’S FOUNDERS )**

**WHEN ASKED WHY SHE WENT TO WORK AT GOOGLE , MARISSA MAYER GIVES TWO INTERESTING REASONS WHICH IS PROBABLY GOOD ADVICE FOR EVERYONE . WHAT ARE THE TWO REASONS ?**

1.

2.

**GOOGLE’S IMAGE TO ITS USERS IS VERY IMPORTANT AND THERE IS A GREAT EMPHASIS PLACED ON KEEPING IT :**

1.

2.

3.

**TODAY , HOW MUCH OF WORLD WIDE WEB SEARCH IS CONDUCTED THROUGH GOOGLE ?**

**WHO ARE GOOGLE’S MAIN COMPETITORS ?**

**THE IMPORTANCE OF PRIVACY**

**WHY ARE GOOGLE’S SEARCH SERVICES NOT REALLY FREE TO THE PUBLIC ?**

**IN ADDRESSING GOOGLE'S POLICIES ABOUT ITS SERVICES AND PRODUCTS ,  
MARISSA MAYER SAYS THE COMPANY IS FOCUSED ON WHAT THREE  
THINGS ?**

**1.**

**2.**

**3.**

**WHAT DO LEGAL SCHOLARS BELIEVE ABOUT DATA COLLECTED ABOUT  
INDIVIDUALS BY SEARCH ENGINES ?**

**WHAT ACT EXPANDED THE GOVERNMENT'S PRIME SURVEILLANCE TOOL ,  
THE NATIONAL SECURITY LETTER ?**

**GOOGLE SAYS THAT USER PRIVACY IS VERY IMPORTANT AND HAS A POLICY  
THAT AFTER 18 MONTHS , WHAT HAPPENS TO THE INFORMATION ON YOU  
THAT HAS BEEN COLLECTED ?**

**ERIC SCHMIDT SAYS THAT GOOGLE DOES NOT MISUSE OR USE  
INFORMATION IT COLLECTS AGAINST PEOPLE . SCHMIDT SAYS IT IS ALL  
ABOUT \_\_\_\_\_ , THAT IF BROKEN , GOOGLE WOULD NO  
LONGER BE IMPORTANT**

### **EXTRA SENSORY COMPUTING**

**SMART PHONES ARE POWERFUL HAND HELD DATA MANAGEMENT DEVICES  
AND SOURCES OF INFORMATION . THE MARKET FOR SMART PHONES IS  
VERY IMPORTANT TO GOOGLE . WHAT IS GOOGLE'S OPERATING SYSTEM FOR  
MOBILE PHONES ?**

**GOOGLE GOGGLES IS GOOGLE'S PRODUCT THAT IS FOCUSED \_\_\_\_\_  
\_\_\_\_\_ AND EXPANDING THE EXTRA SENSORY COMPUTING MARKET**

**WHAT DOES THE OLD MARKET RESEARCH CONCEPT CALLED " DOG  
FOODING " MEAN ? IT IS USED IN THE PRODUCT DEVELOPMENT PROCESS.**

### **CLOUD COMPUTING**

**" AD WORDS " IS GOOGLE'S ADVERTISING PROGRAM PRODUCT AND IS ONE  
OF THE MOST REVOLUTIONARY DEVELOPMENTS IN THE MEDIA WORLD**

**SINCE \_\_\_\_\_**

**HOW MUCH OF GOOGLE'S PROFITS DOES " AD WORD " GENERATE ?**

**" AD WORDS " REVENUE TO GOOGLE IS BASED ON " PAY FOR \_\_\_\_\_ "**

**" AD WORDS " HAS BEEN A REVOLUTION FOR SMALL BUSINESSES BECAUSE  
IT HAS ALLOWED THEM TO COMPETE AGAINST THE LARGEST COMPANIES IN  
THE WORLD , PEOPLE SAY IT HAS " \_\_\_\_\_ THE PLAYING FIELD "**

**WHAT DOES " CLOUD COMPUTING " MEAN ?**

**WHAT IS THE ONE THING THAT IS PRESENTLY SLOWING THE GROWTH OF  
CLOUD COMPUTING ?**