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Google's founders

Google Is The MOST POWERFUL Company in The World!

In a rank created by Millward Brown Optimor

Google was placed on the first position in the 10 most-powerful global brands of 2007, managing to beat worldwide names that are currently extremely popular in the offline area. Coca-Cola, Marlboro and Toyota were all ranked in lower positions, Google receiving the first position with \$66.4bn, followed by General Electric with \$61.9bn and Microsoft with \$55bn. "Peter Walshe, global brands director at Millward Brown, said: "Google is an absolutely phenomenal brand in the sense that it is very clear what it stands for and it has perceived leadership and innovation." "Out of the complete top-100 listings, finance is the most dominant vertical, with one in four coming from that sector. Technology is the second most prolific, with one in five brands, and retail is the third most popular sector," ZDNet UK reported. Although the numbers show us that Google is the most powerful company in the entire world, this fact is not quite new because the company's expansion was observed by all Internet users. As you know, the search giant is continuously improving its solutions and it is even struggling to build new projects, aiming to offer powerful alternatives to online users. At the first sight, Google managed to beat Microsoft, the software giant being placed on the third position with \$55bn. As you know, the two firms are fighting for the best Office suite, Google recently confirming its plans to design a presentation tool entitled Presently. Google keeps denying that it aims to challenge Microsoft and attract the same category of users, but its plans are almost obvious: create an online alternative for the old-fashioned Microsoft Office and allow users to create, share and edit documents using a simple web-based interface.