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## [Google to Acquire Job Search Engine](#)

*Simply Hired to become a Google trademark*

Google might acquire Simply Hired, a job search engine that allows users and companies post job openings for numerous locations in the entire world. As Google doesn't currently own a powerful job search engine, Simply Hired is a perfect addition for the search giant's products as it is one of the leaders in its category. The history of the company is quite interesting because News Corporation invested no more than \$13.5 million while other small firms donated small amounts of money. Alarm Clock reported that Global Equities Research analyst Trip Chowdry sustained the Mountain View-based company is interested in buying the job search engine and enhance its online offering."Global Equities Research analyst Trip Chowdry says that Google is stepping up its efforts to buy VC-backed SimplyHired. The job search engine most recently made news with the launch of its job-o-matic which creates widgets for bloggers to create their own job boards and they also recently did a deal to power MySpace jobs," the same publication reported. This period is somehow important for many companies as they are continuously trying to buy new names for their own products. Google recently acquired DoubleClick, an online advertising company for \$3.1 billion. Yahoo responded with a similar move and bought Right Media. Microsoft tried a huge acquisition and expressed its intentions to acquire Yahoo, the giant portal that might bring the software company closer to its rival Google. Although it is only a rumor, Microsoft's acquisition is able to create a new front in the online battle, currently taken by Google and sometimes Yahoo. I chose to say 'sometimes' because the Mountain View company is currently the best search engine on the Internet while Yahoo is able to compete with it just in a few domains such as maps, mail services or advertising platforms.