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Wanted: 600 New Googlers!

Google China prepares a new market attack

The Mountain View-based company Google will launch a new market attack in China, a country in which the search giant has encountered serious problems during its evolution. In the past, Baidu, which is often described as the Chinese Google, managed to provide a remarkable resistance to their industry evolution and, even if some people considered that the US company could conquer the local market, it hasn't. Baidu is still the most popular search engine in China, but this only seems to make Google more persevering in its actions. According to Reuters, Google wants to bring 200 new employees in China per year and a total of 600 new Googlers in the next 36 months. "The new jobs will be in technology and sales and marketing and half of the jobs will go to new university graduates," Reuters reported, citing Lee Kai-Fu, Google China official. Besides bringing more workforce to the Google China office, the Mountain View-based search company is also planning to invest more money into the advertising process, in a move clearly supposed to improve the company's image and make the Google name more popular among Chinese users. "You will not see a Google advertisement on TV but you will see more and more promotions and advertisements about Google's products at Chinese Web sites," Lee Kai-Fu told the same source. Advertising is our core revenue in China, just like anywhere else for Google. I believe online advertising in China has very big market potential," he added, talking about the potential of Google's online advertising technologies in China. A few weeks ago, Google had announced that no less than 300 employees were to be fired, as a result of the DoubleClick acquisition. According to Wikipedia, Google currently has no less than 19,156 employees, which is quite an impressive number even for such a company.