The following is going to introduce you to some aspects of Google you may not previously have known or thought about.

**This is due by the start of class on Monday, November 11.**

**Learning Process - CTRL + Click** on the blue links in the questions to complete the answers.

0. Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. [When and how did Google begin?](http://www.google.com/corporate/index.html)

2. [What is it like to work at Google?](http://www.google.com/corporate/culture.html) (If you watch the video, mute your speakers, there is only music and you don’t want to interrupt others!)

3. [Google has ten “guiding principles.”](http://www.google.com/corporate/tenthings.html) Which two are most important or surprising to you? Why?

4. [Review Google’s software principles.](http://www.google.com/corporate/software_principles.html) Which two do you think are the most important or surprising? Why?

5. [Review Google’s Design Principles.](http://www.google.com/corporate/ux.html) What stands out to you the most? Why?

6. [Use this link for the next seven questions:](http://www.google.com/url?q=http%3A%2F%2Fen.wikipedia.org%2Fwiki%2FList_of_Google_acquisitions&sa=D&sntz=1&usg=AFQjCNEF4cDt-sOBmuvky4iIjbqKz1SpHQ)

a. How many web-related products has Google purchased/acquired?

b. When was their first purchase?

c. What was it?

d. What was Google’s 3rd acquisition and what was it used as/for?

e. When did Google get into maps?

f. When did Google purchase YouTube? For how much?

g. Not all purchase prices are public information. Of those that are recorded here, what was Google’s most expensive purchase, what was it for? Why do you think Google wanted this product?

7. Look over t[his list of Google products](http://www.google.com/url?q=http%3A%2F%2Fen.wikipedia.org%2Fwiki%2FList_of_Google_products&sa=D&sntz=1&usg=AFQjCNHp77E8qgQa7m5URLiRcZyPYg2L0A). Identify at least three you know (1 or 2 if you didn’t know 3 prior to seeing this) and three that are new to you after reviewing this list.

|  |  |
| --- | --- |
| Three I Knew | Three I Didn’t |
|  |  |
|  |  |
|  |  |

8. Obviously Google owns many products. In this [recent article from Business Insider,](http://www.google.com/url?q=http%3A%2F%2Fwww.businessinsider.com%2Fgoogle-products-2011-1%23&sa=D&sntz=1&usg=AFQjCNFHkpGK3t8biNcs4rVOrQLhy03QkQ) recommendations are made to Google about 8 products to drop. Review the list. What do you think?

If you’re interested, [check out this interactive timeline of Google](http://www.google.com/corporate/timeline/#start) benchmarks, tools, and more.

***Finished?***

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