ASSIGNMENT

Production operation management

# Submitted to:

# Prof. asad butt

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**‘TO ORGANIZE THE WORLD'S INFORMATION AND MAKE IT UNIVERSALLY ACCESSIBLE AND USEFUL'**

 Google’s mission speaks to their goals. The statement definitely gives the company a future to strive towards and they have already made great strides. The mission statement is broad enough that it allows for Google to use any means possible to organized information .Google’s mission statement point to a definite goal i.e. to organize the world ’sin formation and to make it universally accessible, which I assume is that they are not stuck to one way of doing things. And truly Google has been an evolving company. It has brought many innovative web products like Google scholar, Google books etc Google’s mission statement is quite unique because the goal is not just to organize information, but also to make it accessible and useful. Google mission statement also identifies their business model and policy of provide the most relevant and useful search results. independent of financial incentives though the external environment is changing and new search engines are entering the market it’s very unlikely for the time being to knock Google out since Information retrieval is to become .more important in the future and there’s none better than Google to churn out good search results. Google true to their mission statement have tried to organize the world’s information and make it universally accessible .This is very evident by the quality of search results which is much easier and relevant than the other search engines. The user interface is very simple and any user can make use of its searching capacities to good effect. Google very quickly understood the potential of their product in hand. It started offering search results relevant to their own backyard. For example Google India offers search results predominantly from India or related to it. So is the case with all other countries. The results are customized and cater to that particular country with adoption of viewing the results in their own language.

 It also empowers the user to remove irrelevant search results from the results. True to their word, Google has started on a project to digitalize books which are accessible online. Had it not been for copyright issues and blocking of the project for self interest(probably other search engines, fearing a hit on their service),the project would have been more functional.

**Conclusion**

Google has truly stuck to its task and has helped organize the world’s information and making it more accessible. It still has a long way to go, but it has made giant strides towards it and those strides ,the world is keenly watching