Google Is Consolidating its Dominance at Unprecedented Rates 2012-2015

“Almost nothing, short of a biological virus, can scale as quickly, efficiently or aggressively as these technology platforms and this makes the people who build, control and use them powerful, too.” Google’s Chairman Eric Schmidt, 12-12

“We don’t monetize the things we create, we monetize users.” Google Android Head, Andy Rubin, 8-13

“Search is core to everything we do. With mobile, we not only have search, but we push things to you before you ask.” Google’s CEO Pichai, 3-15

Google’s Dominance Consolidation 2012-2015

2012 Sources: Translate: Google; Chrome: Google; Android: Google; Play: Google; Gmail Google; Maps: Google & est.; YouTube: Google; Search: comScore 6-11; & +Accounts: Google.
2015 Sources: Translate: Google; Chrome: Business Insider; Android: Google; Play: Google; Gmail: Google; Maps: Google & est.; YouTube: Bernstein 4-15; Search: Business Insider; & +Accounts: Business Insider.

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