

The Google domination

 By [Naseem Javed](#)

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Frankly speaking, stop the guesswork and open heartedly accept that it's Google's turn now, as the next decade clearly belongs to Google. Best not to resist and go with the flow.



As a company, it's amazing how it started and what it's done and where it's now headed. There have been a lot of such great success stories in the past, from Coca-Cola to General Motors, and from IBM to Microsoft, but this one had its phenomenal speed with extraordinary accuracy and extremely high profitability. When all this is combined it has clearly cut a different path over the rest.

On top of the world

So what's all this grumbling about its super power and domination?

As a media company, it is in the final throes to become the number one media information company in the world. After all, when the early print based society was suddenly thrown into multimedia driven radio and television societies, creating dramatic shifts of audience and responsive behaviour altering the course of media establishments - that was the real time to plan for the cyber-future. During the last century, all those sudden technological changes altering the information flow changed societies, and this time we are trapped with keypads, earplugs and screens until we reach the next step of techno-evolution, where possibly transplanted chips in our head may do all the work, the media-fusion is going through a metamorphosis. Google is writing the new code. The butterflies are taking off.

Lead generator

As an advertising company, the global ad agencies are mum about this, but in fact, Google has already been the largest and most profitable with the highest ratio of lead generation for its advertisers. True, the 'Mad Men' of the traditional ad structure are horrified with the new development and the top online players will further make it possible for Google to become the ultimate device; to connect products with highly motivated customers via highly measurable pay-per-click-system, with an unlimited customer base. Imagine if, for a small fee per head, you knew this very second where your next one million customers are, ready to buy and swipe the card.

The social scale

As a social medium, the fact that today Google may know much more about a person than his or her doctor, banker, spouse and boss, makes the social play a small joke. Once all the dots are connected, the new Google channels will make interconnectivity an extraordinary phenomenon, and groups of people will be able to feel the value of all this information flow.

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As a technology company, it will have more power than the top 50 technology companies had combined in the '80s. The information flow connecting the borderless worlds is now far too superior in its role today and as nations move towards branded goods, the global e-commerce will depend more on these global conduits.

As an information company, it will soon offer tools to governments to stay in power, run budgeting, costing, voting and demographic planning with intricate devices to control the mixed messages all the way to polling and other goodies, online, in living colours and with great accuracy. The daily living issues will be managed by search driven responses to this very issue.

Down to business

As a business tool, only corporations with high intensity to review all matters of cyber-branding and complex jigsaws of their corporate branding, image and name identities will have a chance in the future, as the rest will simply be left with huge inventories holding tall empty buildings. The future clearly points to well informed marketing-driven business models where name brands are 100% owned under a global protection of intellectual property, and clearly respected and recognizable by the ever sophisticated global consumer. The online world is great, yet extremely cruel for those products and services where their brand names are just invisible and never climb to the top. Corporations which shy away to face the truth and avoiding professional audits to measure the real power of their business names will simply be left behind. The Google Ad models will get more complex as global directories are now stacked a mile high and only those with Five Star Standard Naming conventions have a chance to stay on the top.

ICANN register

The new ICANN's policy making dramatic changes on the global domain name registration and opening to Chinese, Arabic and Cyrillic characters all combined will have an explosive yet positive impact on the marketing savvy organisation. Trademarking will face new but very positive fronts. The bars of creating global visibility have been raised very, very high, putting immense pressure on the old traditional media by demanding new amazingly indescribable platforms, and that's where Google steps in.

The 10th year Google points to a long and an amazing journey but on the progressive charts of techno-evolution it's just a blink, so embrace for the next. Bravo Google, well done and keep pushing the buttons.

ABOUT NASEEM JAVED

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