

## Does Google abuse its dominant position in the search engine market?



Filesize: 3.75 MB

### ***Reviews***

*Very helpful for all type of individuals. It is amongst the most incredible ebook i have got study. I am just very easily could get a satisfaction of reading a composed publication.*  
***(Mikayla Romaguera)***

## DOES GOOGLE ABUSE ITS DOMINANT POSITION IN THE SEARCH ENGINE MARKET?

[DOWNLOAD PDF](#)

Grin Verlag GmbH Apr 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2014 in the subject Business economics - Miscellaneous, grade: 1,3, LMU Munich, language: English, abstract: Google gilt als fast Monopolist im Bereich der Suchmaschinen. Diese Seminararbeit betrachtet dabei, ob Google seine Macht ggf. ausnutzt im Wettbewerbsrecht. Dies wird besonders anhand des 102 TFEU analysiert. Googeln is a common verb you can look up in the German encyclopedia Duden nowadays (BI). Google is a very well known player, not only in the market for search engines, that made it possible throughout the last decade to increase its revenue to nearly 45 billion \$ in 2012 (REV). While 14 years ago there were about 10.000 Google searches a day, nowadays this number is reached within one-hundredth of a second (STA). All the information gained is extremely valuable for advertisers that use Google AdWords to place consumer matched advertisement. This is also one of the reasons consumers can enjoy products such as internet searches without any charge and therefore might not notice if a player, such as Google, abuses its dominance since it can't be done through excessive pricing. In the beginning of 2010 eJustice, Ciao and Foundem, three price comparison websites, claimed that Google has been downgrading their websites in the search results (Brian 2013). All three are so-called vertical search engines, which deal with specific content, such as flights/hotels [ ] rather than dealing with general search requests. (Van Loon 2012, p. 16). As a result, the EU announced the opening of an antitrust investigation against the search engine pioneer in November 2010. Here the EU will examine whether Google might violate the European competition law ( 102, TFEU, 2007);...

[Read Does Google abuse its dominant position in the search engine market? Online](#)[Download PDF Does Google abuse its dominant position in the search engine market?](#)

## You May Also Like

---



### **Psychologisches Testverfahren**

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read eBook »](#)

---



### **Programming in D**

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read eBook »](#)

---



### **Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral (Paperback)**

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Black White Illustration Version! BONUS - Includes FREE Dog Fart Audio Book for...

[Read eBook »](#)

---



### **California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read eBook »](#)

---



### **Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read eBook »](#)