



# Organizational behaviour. Google corporate culture in perspective

*Stephan Weber*



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Research paper from the year 2007 in the subject Business economics - General, grade: 1,3, Heilbronn Business School, 16 entries in the bibliography, language: English, abstract: Google is a high tech company with amazing growth rates. Inherent with its growth Google has to face challenges. In the following essay the personality of the founders of Google and the company is highlighted. Consequently the required personality of the candidates for employment at Google is explored. Furthermore the present selection process so far is in focus.

This research results in the answer of a best case selection process. Besides these themes the future development of Googles Corporate Culture and Structure affected by the enormous growth of the company is brought forward. The essay ends with a comparison of Google with the German High Tech company SAP which had a similar development 20 years earlier.

Thereby the structure of the work is divided into a theoretical part, in which the up to date theories are applied onto Google. In the practical part a forecast of the Google development for the future is made.



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