

***"THE GOOGLE STORY"***

***HOW GOOGLE POSITIONS ITSELF IN THE GLOBAL MARKET  
AND MAKES GLOBAL SOCIAL IMPACT***

**THESIS**

**Presented as Partial Fulfilment of the Requirements for the Degree of**

**Sarjana Ekonomi (S1)**

**in International Business Management Program**

**Faculty of Economics Universitas Atma Jaya Yogyakarta**



**Written by:**

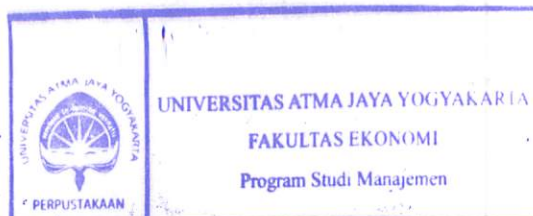
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**2018**

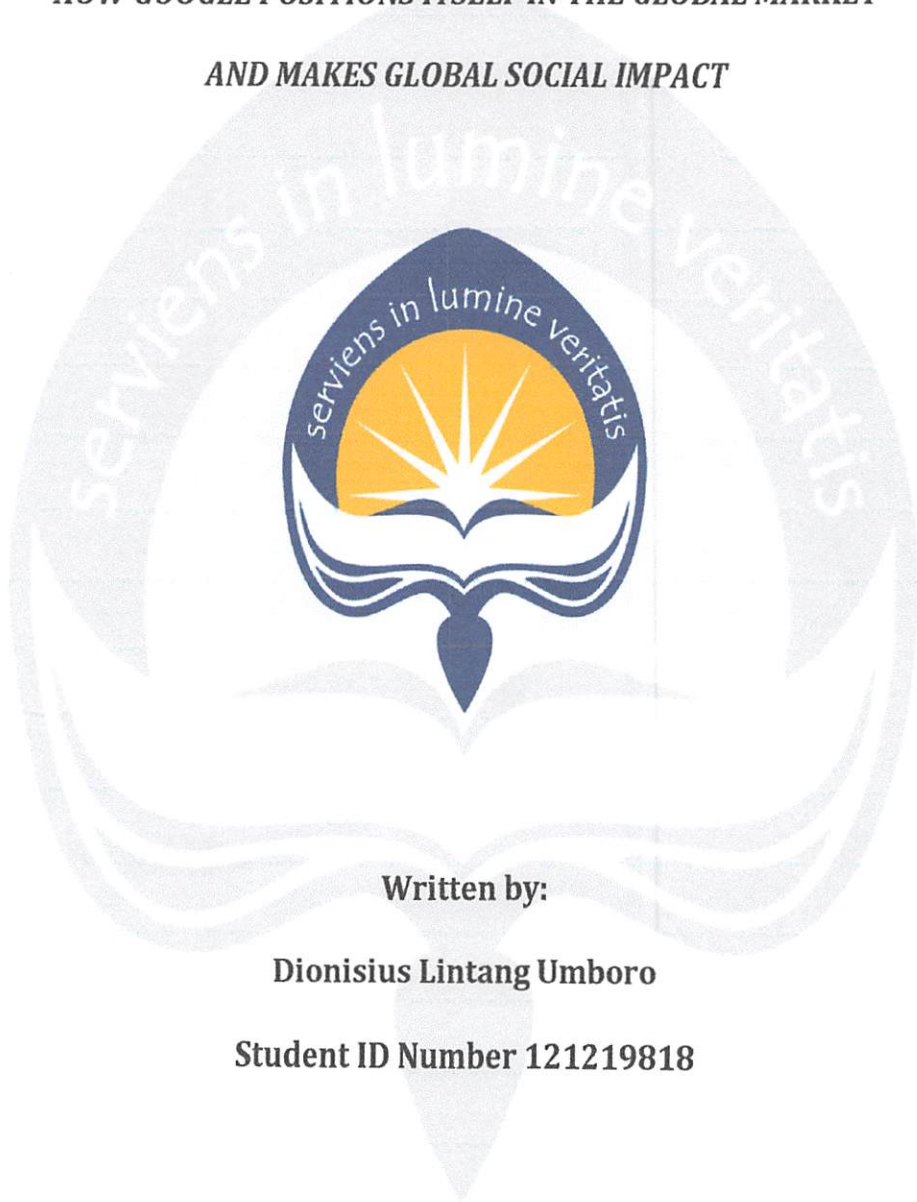


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**Written by:**

**Dionisius Lintang Umboro**

**Student ID Number 121219818**

**Has Been Read and Approved by:**

**Supervisor**

**Dr Rani Kaur**

**Northampton, June 17<sup>th</sup> 2016**

This is to certify that the thesis entitled

*“THE GOOGLE STORY”*

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Student ID Number 121219818

Has been examined and approved on June 17<sup>th</sup> 2016 towards fulfilment of the requirements for the degree of Sarjana Ekonomi (S1) in International Business Management Program Faculty of Economics Universitas Atma Jaya Yogyakarta.

Supervisor



Dr Rani Kaur

Yogyakarta, July 27<sup>th</sup> 2018

Dean of Faculty of Economics

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**STATEMENT OF THESIS AUTHENTICITY**

I, the author of this business project, titled:


***“THE GOOGLE STORY”***

***HOW GOOGLE POSITIONS ITSELF IN THE GLOBAL MARKET***

***AND MAKES GLOBAL SOCIAL IMPACT***

is my own writing. The part of my writing consists others' writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta if I have done plagiarism on this research.

Jakarta, July 26<sup>th</sup> 2018

A handwritten signature in black ink, consisting of a vertical line on the left and a series of connected, wavy horizontal strokes extending to the right.

Dionisius Lintang Umboro

## Front Sheet

Name of Candidate : **Dionisius lintang Umboro (16404106)**

Title of Course : **Business Project (January Cohort) (BUS 4002-JAN)**

Title of Module : **Project (5,000 words)**

Title of Coursework: **The Google Story**


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Hand in Date : **June 17<sup>th</sup> 2016**

### **Declaration by the candidate named above**

1. I confirm that this is my own work (or, in the case of a group assignment, the work of my group) and that, although I may have consulted others in the course of assembling material for the work, the finished article has been completed without help or participation of any other person (other than, in group assignments, other members of the same group).
2. The work contains no material drawn from unattributed sources.

Signed



Date

June 17<sup>th</sup> 2016

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