



Stanford eCorner

Google Mission

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Video URL: <http://ecorner.stanford.edu/videos/1079/Google-Mission>

Google's mission, according to its founder Larry Page, is to organize the world's information, making it universally accessible and useful. They still believe that search can get a lot better and are working hard to make it so. Google has a global focus and is aiming to do things that matter to everyone around the world.



Transcript

So finally, let me just talk a little about our mission. Our mission is to organize the world's information, making it universally accessible and useful. And what does that mean? That means that Google would basically understand everything in the world and would understand exactly that we want to give you the right thing, and we do not quite do this yet. So the good news is that we are not running out of things to do anytime soon. And this makes it for a very interesting environment in terms of innovation, in technical work, and also in terms of building against competition. You know, we think search can get a lot better than it is now and we are working hard on making it better. So, finally we really try to do things that matter to everyone. So, our goal is to serve everyone in the world and to do something that really matters to them and I think that is largely why we have been successful so far.