

FIREFOX WORTH BILLIONS TO GOOGLE



[caption id="attachment_1471" align="alignnone" width="160" caption="Google Analytics Premium Service"]

[/caption] It is believed that Google will be paying \$1 billion and possibly even more on advertisement revenue to Mozilla Firefox within the span of the next three years. An investment like this may seem outrageous to some but it seems to be a good idea for Google to work with Mozilla. Some people may think the investment is outrageous because the market for Mozilla Firefox has decreased within 2011 and they have also been dealing with stiff competition from Google Chrome. However, Mozilla seems to be lucky to receive such an investment from Google and has obviously done a good job, according to Conceivably Tech. The world of web browsers is definitely a complicated one. This is proven with the whole deal and investment being made by Google to Mozilla. It also shows that both Google and Mozilla value their users so much, they are actually willing to combine together to prevent their users from going on to using other web browsers. A lot of people are speculating on the reasons why a company like Google would pay so much for a certain web browser that has been dealing with a complete decline and lack of interest from users. However, there are obviously good reasons why Google would make an investment with the web browsing company. As 2012 rapidly approaches, Firefox will continue to stabilize in the market of web browsing. While Firefox is stabilizing, Google Chrome is having its best month with a total climb of 27.25%. There have been many new users of the Google Chrome web browser. In the meantime, Microsoft will drop below 40% and this will be the first time this has happened. It is obvious that the two companies were able to negotiate with one another in a successful manner. Most negotiations tend to take place with selfish motives in place. These two companies will now know a lot more about one another than they did before. This is a strategic move that can work for or against certain companies. Mozilla has plenty of strong leverage which makes sense as to why Google would invest billions of dollars into the company. Peter Kasting, from Google, has made it known that Google does not feel threatened by Mozilla Firefox. However, on the other hand, Mozilla has made it very well known that they do, in fact, find Google Chrome to be a close rival. Both of these web browsers compete with one another for the same purpose, to provide the ultimate web browsing experience for web users. With the investment from Google, they may be able to continue to develop Google Chrome for the better in the future. The negotiation and partnership can be beneficial for both of the separate companies, Google and Mozilla.

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