



YAHOO CUTS JOBS, AIMS FOR SOCIAL AND MOBILE USERS

Yahoo, the internet pioneer has to be jolted to wake up from its sleep. For this reason, its CEO has announced its fifth layoff, accounting for 14% of its workforce. This slimming down is to survive the onslaughts from Google, Facebook and Microsoft who have swept away Yahoo's advertisements and search business. Mr. Thompson, its CEO has announced that Yahoo is going to change at a higher rate of speed using mobile, social media and TV as its tools. Yahoo's draw back is that its audience are older in trend and so not so chic. They do not have the social and mobile aspect that is convenient today. So Mr. Thompson starts his focus on social and mobile as a means to bring up Yahoo.

Read the full article here:

[Yahoo aims for social, mobile users as it cuts jobs - USA TODAY](#)

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