**Case Study Review 1-1: Google**

1. How is Google’s mission statement related to its business strategy?

2. How does Google’s information systems strategy support its business strategy?

3. How does Google’s organizational strategy support its business strategy?

4. Which of Porter’s three generic strategies does Google appear to be using based on this case? Provide a rationale for your response.

5. Using D’Aveni’s Hypercompetitive Framework, analyze Google’s strategy and the type of market disruption it has created.