



# Google: Monopolist der Internetwelt? (German Edition)

*S. Sydow*

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**Google: Monopolist der Internetwelt? (German Edition)** S. Sydow

Google hat den Internet-Werbevermarkter Doubleclick übernommen und hat damit seine Vormachtstellung noch weiter ausbauen können. Der Markt der Online-Werbung boomt international werden jährlich rund 40 Milliarden Dollar umgesetzt. Platzhirsch Google soll bis Ende des Jahres 32 Prozent der Werbeeinnahmen für sich verbuchen. Besonders zielgruppengerichtete grafische Anzeigen sind im Kommen. Google hat mit Doubleclick den führenden Spezialisten auf diesem Gebiet eingekauft.

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