



The relative strengths and weaknesses of Google INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Google INC compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 86% points. The greatest weakness of Google INC is the variable Other Net Income, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 382%, being 83% points above the market average of 299%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	41,562,000	Assets	57,851,000
Assets, Non-Current	523,000	Liabilities	9,996,000
Cost of Goods and Services Sold	10,417,000	Expenses	21,231,000
General and Administrative Expense	1,962,000	Revenues	29,321,000
Intangible Assets	0	Stockholders Equity	47,855,000
Lease Assets	0	Net Income	8,505,000
Lease Liability	0	Comprehensive Net Income	8,505,000
Liabilities, Current	9,996,000	BaseVar	59,407,000
Liabilities, Non-Current	0	ECR before LimitedLiability	352%
Other Assets	15,766,000	Economic Capital Ratio	382%
Other Compr. Net Income	0		
Other Expenses	2,291,000		
Other Liabilities	0		
Other Net Income	415,000		
Other Revenues	29,321,000		
Property Plant and Equipment	0		
Research and Development Expense	3,762,000		
Selling Expense	2,799,000		