



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 125% points. The greatest weakness of Google INC is the variable Other Expenses, reducing the Economic Capital Ratio by 44% points.

The company's Economic Capital Ratio, given in the ranking table, is 393%, being 109% points above the market average of 284%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	72,886,000	Assets	110,920,000
Assets, Non-Current	1,976,000	Liabilities	15,908,000
Cost of Goods and Services Sold	0	Expenses	48,141,000
General and Administrative Expense	0	Revenues	59,825,000
Intangible Assets	0	Stockholders Equity	95,012,000
Lease Assets	0	Net Income	12,920,000
Lease Liability	0	Comprehensive Net Income	12,507,000
Liabilities, Current	15,908,000	BaseVar	118,221,500
Liabilities, Non-Current	0	ECR before LimitedLiability	367%
Other Assets	36,058,000	Economic Capital Ratio	393%
Other Compr. Net Income	-413,000		
Other Expenses	48,141,000		
Other Liabilities	0		
Other Net Income	1,236,000		
Other Revenues	59,825,000		
Property Plant and Equipment	0		
Research and Development Expense	0		
Selling Expense	0		