



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 133% points. The greatest weakness of Google INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 8.5% points.

The company's Economic Capital Ratio, given in the ranking table, is 402%, being 135% points above the market average of 267%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	80,685,000	Assets	131,133,000
Assets, Non-Current	3,079,000	Liabilities	16,805,000
Cost of Goods and Services Sold	25,691,000	Expenses	52,836,000
General and Administrative Expense	5,851,000	Revenues	66,001,000
Intangible Assets	0	Stockholders Equity	114,328,000
Lease Assets	0	Net Income	14,444,000
Lease Liability	0	Comprehensive Net Income	14,346,000
Liabilities, Current	16,805,000	BaseVar	134,076,000
Liabilities, Non-Current	0	ECR before LimitedLiability	378%
Other Assets	47,369,000	Economic Capital Ratio	402%
Other Compr. Net Income	-98,000		
Other Expenses	3,331,000		
Other Liabilities	0		
Other Net Income	1,279,000		
Other Revenues	66,001,000		
Property Plant and Equipment	0		
Research and Development Expense	9,832,000		
Selling Expense	8,131,000		