



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 Liabilities, Non-Current, increasing the Economic Capital Ratio by 56% points. The greatest weakness of Google INC is the variable Other Net Income, reducing the Economic Capital Ratio by 19% points.

The company's Economic Capital Ratio, given in the ranking table, is 362%, being 123% points above the market average of 239%.

Input Variable	Value in 1000 USD
Assets, Current	41,562,000
Assets, Non-Current	523,000
Cost of Goods and Services Sold	10,417,000
General and Administrative Expense	1,962,000
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	9,996,000
Liabilities, Non-Current	0
Other Assets	15,766,000
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

Output Variable	Value in 1000 USD
Assets	57,851,000
Liabilities	9,996,000
Expenses	21,231,000
Revenues	29,321,000
Stockholders Equity	47,855,000
Net Income	8,505,000
Comprehensive Net Income	8,505,000
Economic Capital Ratio	362%