



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, Current, increasing the Economic Capital Ratio by 70% points. The greatest weakness of Google INC is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 13% points.

The company's Economic Capital Ratio, given in the ranking table, is 388%, being 253% points above the market average of 135%.

Input Variable	Value in 1000 USD
Assets, Current	80,685,000
Assets, Non-Current	3,079,000
Cost of Goods and Services Sold	25,691,000
General and Administrative Expense	5,851,000
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	16,805,000
Liabilities, Non-Current	0
Other Assets	47,369,000
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

Output Variable	Value in 1000 USD
Assets	131,133,000
Liabilities	16,805,000
Expenses	52,836,000
Revenues	66,001,000
Stockholders Equity	114,328,000
Net Income	14,444,000
Comprehensive Net Income	14,346,000
Economic Capital Ratio	388%