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[Subject]

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Google China Case Study

Question 1

For an organization like Google, which is very open when it comes to the way its communication is supposed to be carried out, it is very challenging when it comes to making sure that how they are going to be communicating with their major stakeholder now. In order to ensure that they take care of this situation in the right manner, one of the first thing that is needed to be done by them is to make sure that they take into account the changing situation that is being faced by them at the give point of time and come up with the mitigation strategy in terms of how the communication is going to be carried out in the environment where such high censorship is carried out. It certainly hampers their communication as it does not allow them the ease and freedom in terms of information exchange which they freely enjoy (Argenti, 2015).

Question 2

The current situation makes Google vulnerable from many aspects. One of the key challenges that is faced by them is that how they are going to be making sure that they manage their public relations as well as how the information interchange that is one of the key components of their operation is being carried out appropriately at the given point of time (Argenti, 2015). In order to make sure that they can take care of their operations in the right manner, it is very critical that they have enough information available as far as the way they information interface is supposed to be managed. When this thing is going to be blocked, then it is going to go a long way towards making sure that their routine operations are going to be hampered and the service level that they have been offering to the client base across the world is not going to be possible.

Questions 3

Now, there are plethora of problems that are faced by Google now. One of the biggest issues is that as compared to the some of the other regimes that are also control freak in terms of the way they operate, other governments do not regulate the information flow to such a great extent as compared to China. Not only that, the other challenge that is hampering their long-term performance now is that how they are going to be able to be in the position to ensure that they take into account the information interflow is supposed to be working out (Argenti, 2015). The other major challenge that is being faced by the organization now is that how they are going to be ensuring their own relationship with the government in China and what sort of understanding they develop with them (Argenti, 2015).

Question 4

Now, it is very difficult for Google to get themselves out of this rut. On one hand, China is one of the largest populations in the World and as it is a major growing market, it is critical for Google to make sure that they expand and consolidate themselves in that region, but also provide the optimum level of services to the region (Argenti, 2015). One of the ways through which the situation can be handled is by making sure that they improve their relations with the current regime and develop some sort of working understanding so that they can make sure that they are able to carry out their operations in the country in an appropriate manner at the given point of time. Without mending their relations with the current establishment, it is very hard for them to ensure that they are able to run their operations in the given country.

# Works Cited

Argenti, Paul A. *Corporate Communication*. Sage Publications, 2015.