**What Company Creates Investment Value Through Innovation? Google it!**

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**Abstract:**

This paper considers Google’s creation of investment value through its focus on technological advances that lead to job creation. By creating innovations that result in increased employment, Google contributes to macroeconomic expansion while increasing the long-term demand for its own stock. This strategy leads to the continuation of Google as a solid long-term investment.

**Keywords:** Google, Investment, Technology, Job Creation

**JEL Class:** G00, L00, L8.