

Searching for answers

SIR – The fact that 'competition is only a click away' is the case in many businesses. People can switch seamlessly from Coke to Pepsi (competition is one wrist-twist away), from Nike to Reebok (competition is one step away) or from Delta to American (competition is, really, one click away). What matters is that, when it comes to Google, consumers actually do not make that click.

By Adrien Giraud

The Economist, 2014

Tekst 11 Searching for answers

- 1p 38 What is the point made by Adrien Giraud in this letter?
- A Google's financial resources are unlimited.
 - B Google's marketing strategy might backfire.
 - C Internet users do not try out alternatives for Google.
 - D The search engine market is being manipulated by Google.

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift.