

FOUNDER'S CARDS #207



PETERSON TEIXEIRA

Founder & CEO at Peterson Teixeira Company

www.petersonteixeira.com

September 5, 2024

GOOGLE GEMINI IS COMING FOR YOUR WEB TRAFFIC AND WILL SIMPLY DESTROY IT. → This is a heavy task, going up against BIG TECH. But I need to keep reporting. Google is the worst of the 5 ones, by far. If serious businesses and entrepreneurs and marketers don't start admitting the truth, **Capitalism itself will be destroyed.** Look what I had to read today: "News Media Alliance President & CEO on Google Incorporating AI Tool Gemini into Search Engine: 'This will be catastrophic to our traffic, as marketed by Google to further satisfy user queries, leaving even less incentive to click through so that we can monetize our content.'" – [SOURCE: News Media Alliance](#). OF COURSE. This is the next level of market destruction caused by Google. And here's another thing worth highlighting by CNN: "Our initial analysis suggests it will significantly reduce search traffic to content creators' websites, directly impacting their ad revenue and, by extension, their livelihoods," Marc McCollum, chief innovation officer at Raptive.....' This change could put the future of the open internet in danger.'" – [SOURCE: CNN - News publishers sound alarm on Google's new AI-infused search, warn of 'catastrophic' impacts](#). YAY! Who wants to lose their livelihood? Raise your hands! Who wants to lose the Internet? Isn't that awesome?!

PETERSON TEIXEIRA

Mastering International Consulting & Coaching

www.petersonteixeira.com