
MARKET FACTS!

MARKET FACT #79

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Volkswagen employees from the tech division are on the aim for another massive layoffs round while VW adopts Google's Apps.

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COMMENT: This is how monopolies actually get market share fast: they are the only option available to a problem that has a 6, 7 or 8 digits cipher. Since Volkswagen alone can't deliver proper software to its own car brands, GOOGLE will become the solution (!) for Porsche instead. While the VW tech employees at the same time lose their jobs. That's how much "reach" and how much impact monopolies have on practice on The Market. Easy choice. Big compromise.

A MESSAGE FOR BRANDS

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