
MARKET FACTS!

MARKET FACT #90

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16x

more data is what Google gets through its tech infrastructure in comparison to its next closest competitor.

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COMMENT: This data is thanks to the Justice Department. The level of data Google harvests nowadays is a major competitive advantage. It's game-changing. In our current business world, getting 16x more data as the next closest competitor shows that market dominance at this level, **means a monopoly that is getting harder and harder to be destroyed.** In an overly competitive world where crowds can be decoded into data, having the right data is the same as being years ahead of any other company. Even the big ones.

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