

## ARTICLE UNIT 11, QUESTIONS

1. Who are Larry Page and Sergey Brin?
2. What is the typical procedure of floating a company (selling the shares on the stock exchange for the first time)?
3. What advantage does it represent for the newly public company and the investment company? How high could the investment firm's commissions be?
4. Why have Page and Brin decided to go public differently? What is the plan?
5. How much do they expect to receive through the IPO?
6. Will they go through the process of the public auction on their own?
7. Why didn't Bill Gates or Steve Jobs make use of a public auction?
8. What makes it possible for the Google founders to choose the novel way?
9. What do they expect the public to understand?
10. What are the risks for the company?
11. What principles is Google based on?