

Success and happiness

A. Read the text and answer the following questions:

- What is a unique job that you can find at Google?
- Why does Google spend so much on their employees?

B. Focus on Mark Twain's quote (l. 23-25). What does he mean? Do you agree with him? Justify.

C. Go further. Is Google's new management a trend of the future?

It's pretty well documented that Google has a unique culture. It's not the typical corporate culture. Just by looking at pictures inside the Googleplex¹, you can see that it looks more like an adult playground², not a place for work.

- 5 But Google's success can be attributed to this culture. Google has people whose sole³ job is to keep employees happy and maintain productivity. It may sound too controlling to some, but it's how this world-changing organization operates. [...]
- 10 Obviously, all these perks come at a cost for Google. But so does employee dissatisfaction and high turnover⁴. There is a lot of competition for talent in Silicon Valley and when you can retain your employees, it means less time and money spent recruiting.
- 15 This culture has paid off for Google, as they consistently rank among the best places to work. [...] And Google doesn't view their culture as a "set it and forget it" program. They're actively changing and maintaining it, because it's crucial to their success.
- 20 With any business, it all starts with people. And if you want to run great business, you need great people. One way to get them there and keep them is by making their work fun. As Mark Twain said: "Work and play are words used to describe the same thing under differing conditions."

1 headquarters of Google • 2 a place for children to play
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