

GOOGLE ALPHABET'S ACQUISITION OF FITBIT

NAME

COURSE

FITBIT AND ALPHABET ACQUISITIONS

- Alphabet's Acquisition of Fitbit is quite different from other acquisitions as it relates to a product related to health issues.
- The previous acquisitions have been solely related to computing technologies and social services such as Mandits' cloud security, and YouTube's video social media domain (Cattlin, 2021).
- Alphabet's focus on Fitbit is to develop the product in a manner that aligns with the vision of helping the users of the tech to have better fitness and health related products (Pressman, 2021).
- Alphabet has dismissed the fears that it is likely to use the product to gather data on users.
- Therefore, there are mixed fortunes on the future of Fitbit as it may be used as a standalone product, or it may be integrated to the user's general data. Even though Alphabet has been defensive on Fitbit's use, it has reinstated that development is going to be on the product efficiency and less on data (Pressman, 2021).

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