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SURVIVING THREATS FROM GOOGLE, FACEBOOK, AMAZON, AND APPLE



GOOGLE, Facebook, Amazon, and Apple are ingrained in the modern lifestyle in ways that make it hard for us to imagine living without them. Their combined market capitalization is equivalent to the GDP of India, and their market dominance has given them

unprecedented power over the global economy.

The question is, how did they do it? What can we do to survive the threats that they impose?

According to Marketing Professor Scott Galloway at the New York University Stern School of Business, these four Internet giants are advanced emotion manipulators.

Google has been dominating the world of questions with its intelligent search engine. When most Internet users rely on Google for answers, it becomes even more potent as its machine learning can predict more accurately. Facebook, on the other hand, taps into the universal need for love and being loved. This basic philosophy is further translated into piecemeal tactics from filtered feeds to games and apps that evoke certain emotions.

Amazon drives the primitive human brain that seeks bargain and an endless stream of things to satisfy the hunger for “cheap stuff.” The lifestyle that Amazon has been advocating can be summed up in these three words: cheap, convenient, and addictive. Since you can buy anything and everything there that is so affordable, the addictive factor is a natural consequence.

Apple with its fascinatingly sleek, simple, and functional UX/UI design has been providing “design orgasm” to its users. Its infused sex appeal, according to Galloway, triggers humans’ primal desire in believing its products are superior to non-Apple ones.

As human beings, we’ll continue to be bombarded by these four Internet giants through their irresistible products that we continue to use every single day. So, their threats are more personal than merely business-oriented. For businesses, their threats are genuine as

well. As their lines of business have grown into conglomerations of enterprises, their founders’ innocent genius image has started to fade. Sure, they’re not “evil” in nature, but their existence itself poses increased risks in doing business today.

For individuals, we might not be able to stop using their products. However, we can control how much and when we use them. The thing is, whether we like it or not, their popularity has reached the so-called “cult” status, and it will take an excellent reason to stop using them.

The good thing is, a third of Millennials users of social media have deleted their accounts as they believe that it’s a waste of time. Looking at Facebook friends’ luxury travels at posh places has made them look at themselves negatively. Apparently, any emotional manipulation can’t continue to withstand the users’ actual condition.

In other words, despite the quadruple threats from Google, Facebook, Amazon, and Apple, human beings are equipped with free will and the choice to enjoy life without the burden of being addicted to a brand or

a product. If you own or manage a business, how can you compete with these four online musketeers?

First, ride the wave together. You can sell things on Amazon and Facebook. Have the sites promoted with Google Ads. Create apps and sell them at Apple App Store. Create complementary products and services that use their lines of business.

Second, don’t beat them, but be discernible. WhatsApp rejected Google’s acquisition offer once, and now it’s been acquired by Facebook. Don’t beat them frontally, but be distinguished enough. Third, use their ecosystem. Facebook, Amazon, Facebook, and Apple are all ecosystems with which other businesses can provide contents in many forms. Leverage them by developing products that utilize their platforms as ecosystems for them.

In conclusion, the four Internet giants can be friends or foes, depending on how you strategize and play along with them. Be aware of their strengths and recognize that you as a person and a business can leverage them for your benefit. ¹⁵

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