

Google is now under new Company called Alphabet

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What happened

Google is now part of Alphabet, a new holding company that will manage Google and all of its other products. Why is the new company called Alphabet?

Google is now part of Alphabet, a new holding company that will manage Google and all of its other products. Why is the new company called Alphabet? Google/Alphabet CEO Larry Page says it's because Alphabet means a "collection of letters that represent language, one of humanity's most important innovations, and is the core of how we index with Google search!" But the domain name for Alphabet is abc.xyz - not alphabet.com

Google is now headed by CEO Sundar Pichai, that includes the company's core businesses. Those businesses: "search, ads, maps, apps, YouTube and Android and the related technical infrastructure". Other businesses, "such as Calico, Nest, and Fiber, as well as its investing arms, such as Google Ventures and Google Capital, and incubator projects, such as Google X," which "will be managed separately from the Google business."