

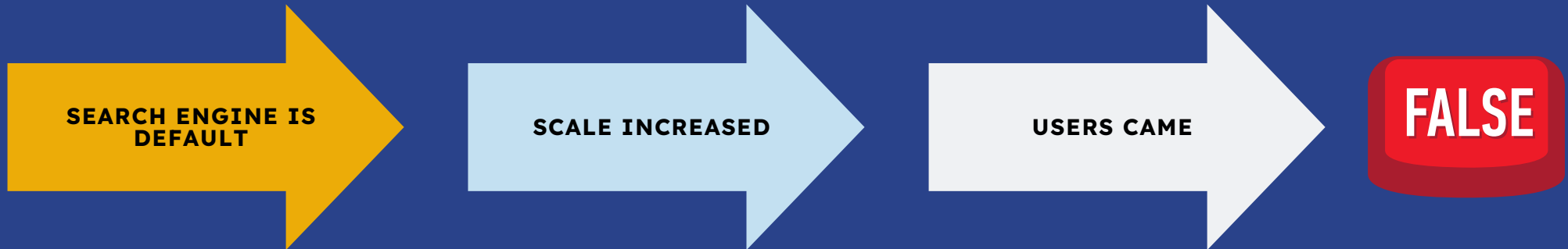
# Google Built the Best Tool & Keeps Improving It.

The DOJ is searching but failing to provide a good argument against Google. Google Search is the most popular tool among consumers because of its quality.



Google built the highest quality search engine in the marketplace. This is opposed to the DOJ's disproven argument about how consumers determine their preferences.

DOJ's Argument:



BUT Google's history PROVES the exact opposite is true:



If being #1 always led to more users, then Bing would be at the top as it is the default search on the default web browser of every Windows computer. But many users WANT Google and seek it out, regardless of whether it is the “default” browser in a tech product or not. Google's success shows that if you build the best product, consumers will come (competition).