

Searching for answers

SIR – The fact that 'competition is only a click away' is the case in many businesses. People can switch seamlessly from Coke to Pepsi (competition is one wrist-twist away), from Nike to Reebok (competition is one step away) or from Delta to American (competition is, really, one click away). What matters is that, when it comes to Google, consumers actually do not make that click.

By Adrien Giraud

The Economist, 2014