

Marketing: Yahoo's desperation is Google's gain



If you were to think of the one place that Yahoo! would find customers, it's a reasonable bet that it would not be on Google AdSense. But that's exactly where they are looking.

It's not the only ad being run: there's another one for Yahoo! mail which is not country specific.

It's a sad recognition of Google's dominance by the once mighty Yahoo!

The thing is : the new Yahoo! news site is actually very nice. It's like a proper newspaper rather than an aggregator (even though that's in truth, what it is) and it's easy to find things in.

After years of frankly rubbish designs, Yahoo! has at last come up with something useable and user-friendly.

It's sad that the company was almost brought to its knees before someone took it by the scruff of the neck and made its product somewhere visitors might actually want to visit.

And a shame that things had gone so far that the best place to tell potential visitors about it is using the advertising service of the company that pushed it to one side.