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Unless you have been living in a cave the past several years, you are undoubtedly familiar with the name Google. Not only has Google pioneered many of the best search engine technologies available on the World Wide Web, the company has become a powerhouse in many different facets of information exchange.

[news](#)

Breaking news on Google is something the California based company was not expected to get into when it was formed. Actually, very few people could have predicted the meteoric rise of the company. But sure enough, breaking news on Google is alive and well. Back in April of 2002, Google first started breaking news.

If you are busy, as most of us are, you can automate your updates of breaking news on Google. Special e-mail alerts can be requested so that you can always be informed if something newsworthy happens. In addition, Googlites can completely customize how they want to receive breaking news on Google. Each area of news can be added or removed as desired. For instance, if you are like me and your life revolves around sports, you can have Google drop you every major sports story that emerges.

Breaking news on Google is also smart. Google will remember what articles or features you have looked at and suggest news that might interest you based on your past viewing habits. It is always nice to have interesting headlines waiting to be read when you log on.

There have been criticisms about Google's handling of major news, however, these criticisms have been rare. In one case Google was blasted for censoring news regarding China. In a sense they were participating in media control with the Chinese government. Google representatives defended their decision by saying that they would respect the wishes of the Chinese government. Another case involved including a white supremacist magazine. Mounting pressure caused the company to remove the magazine from its service.

Breaking news on Google is a valuable service. Despite a few complaints, the amount of users who find it a beneficial service greatly outweighs those who do not. If you have not checked out breaking news on Google, you should get over there while the iron is still hot.