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## Yahoo & Google Sitting In A Tree 11/4/08

Something is afoot. Yahoo have announced they will be betat testing Google ads on Yahoo search results?!

Not sure what Google get out of this unless the arrangement is made permanent with Yahoo paying Google for technology/ad click rights. For Yahoo its a poke in they eye to MSN who must of been assuming that Yahoo will be accepting their takeover approaches see here. It may well be a legit way fo Yahoo trying to evaluate its options to revive a flagging search advertising market share but is probably Yahoo deliberately annoying MSN or showing it that it had better raise its offer before it gets into bed with Google.

Watch this space.

- Andy Maclean

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