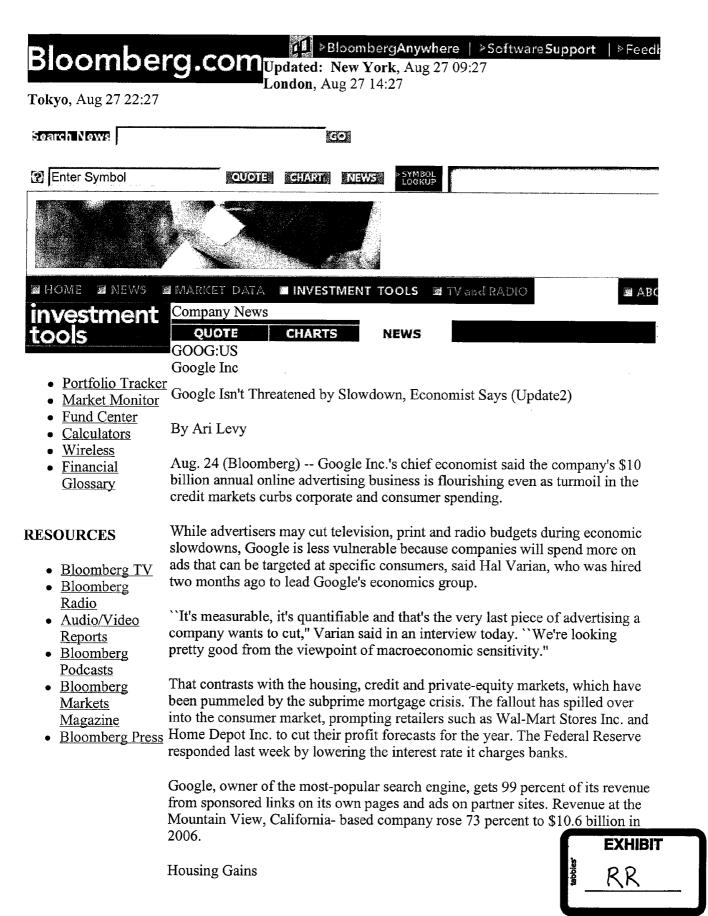
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Varian said ad revenue from the housing industry has gained because lenders and brokers are facing stiffer competition.

"I can certainly say they haven't cut back on the Internet side," Varian said.

Google shares rose \$2.18 to \$515 at 4 p.m. New York time in Nasdaq Stock Market trading. They have climbed 12 percent this year, compared with a 4.3 percent gain for the Standard & Poor's 500 Index.

Varian, 60, started working as a consultant for Google in 2002. Before joining full time in June, he spent 12 years as a business and economics professor at the University of California at Berkeley, where he received his doctorate in 1973.

He runs a team of about a half dozen economists, statisticians and engineers, and wants to hire one or two more this quarter. He has known Chief Executive Officer Eric Schmidt, also a Berkeley alumnus, for about a decade. The two meet every couple of weeks, Varian said.

The pair wrote an article for Newsweek in 2005 titled, ``Google: Ten Golden Rules." The piece gives advice on how to get the most out of company employees, with bullet points such as ``encourage creativity" and Google's long-time slogan, ``don't be evil."

To contact the reporter on this story: Ari Levy in San Francisco at <u>alevy5@bloomberg.net</u>

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