

Google Advisor helps manage money

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A visitor walks past the logo of Internet search engine giant Google at a trade fair. Google on Friday began providing US Internet users with tools for making financial decisions.

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Google Advisor online at advisor.google.com lets people quickly find and compare rates, returns or other vital factors concerning credit cards, mortgages, savings accounts and other money matters.

"You enter information about what you're looking for in a mortgage, credit card, CD, or checking and savings account," Google Advisor product manager Simon Arscott said in a blog post.

"We show you a list of the offers that match your criteria, along with rates and contact information."

The website is a new home for online money management tools that the California Internet titan has been developing or testing since 2009.

"We're rolling these tools into one place," Arscott said. "A site designed to help you quickly find relevant financial products from many providers and compare them side-by-side."

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