

Twitter faces Google buyout rumors once again

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Google is interested in Twitter. Supposedly. The real deal this time? Or just another rumor?

Every few months or so, Twitter becomes the subject of a fresh round of takeover speculation. This time, Google is once again said to be trying to buy the microblogging company. Neither company has commented.

Nonetheless, the rumors sent Twitter shares up 4 percent Tuesday, with another spike in early-morning trading Wednesday; they were flat as of 9:30 a.m.

The latest chatter began when Briefing.com, a live market analysis firm, indicated that Twitter had hired Goldman Sachs to fend off two possible takeover attempts, one of them from Google.

Years ago, Twitter turned down takeover offers from Google and Facebook, intending to compete with them for users and advertising dollars. A couple years ago, unsubstantiated rumors swirled around Apple's interest.

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