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READING RESPONSE

THE STRATEGIST

by Cynthia Montgomery

Directions

PROMPT:

1. According to The Strategist, what are the four key elements of a **purpose**?

2. Pick a company from the following list:

Apple, Inc.
Google, Inc.
Exxon Mobile
Toyota Motor Company
Bank of America
AT&T

Wal-Mart
Volkswagen Group
Johnson & Johnson
Pfizer
Anheuser-Busch InBev
Tesla

3. What is the company's core business? Who are its main competitors? Where, geographically, does the company operate?

4. If the company you chose disappeared today, how would the world be different tomorrow?

5. Based on your answer, what do you think the purpose of the company is?

FORMAT: Typed, 3 pages, single-spaced, 12-pt font, 1" margins. Place your name and your discussion session number in the upper right hand corner of each page. Place page numbers in the lower right hand corner of each page.

DELIVERABLES: ☐ Submit to SafeAssign by 8:00 A.M., 5/5/2017

☐ Bring a hard copy to lecture, 5/5/2017

POSSIBLE POINTS: 100



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