



# MARKENZWECK

BEISPIELE GROSSER BRANDS





## Definition Purpose Fields

### Apple

**Corporate Vision:**

To bring the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software, and internet offerings.

**Fundamental Believe:**

At Apple, we believe technology should lift humanity and enrich people’s lives all the ways people want to experience it<sup>29</sup>.

**Purpose:**

We exist to make tools for the mind that advance humankind / to create technology that improves people’s lives.

### Blackrock

**Fundamental Believe:**

We believe that people deserve financial security across their lifetimes. That means meeting expenses today, saving enough to live on throughout retirement, and being prepared for all of life’s moments in between.

**Purpose:**

We exist to help more and more people experience financial well-being.  
Mission: Building better financial futures.

### Lego

**Vision:**

A global force for establishing and innovating learning-through-play

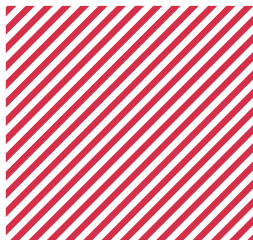
Fundamental Believe: We believe in the power of play. Play lets us be creative, explore, experiment, dream and discover. Children are our Rolemodels.....

**Purpose:**

We exist to inspire and develop the builders of tomorrow

**Values:**

Imagination, creativity, fun, learning, quality, caring





## Definition Purpose Fields

### Volvo

**Vision:**

By 2020 no one should be killed or seriously injured in a new Volvo car.

**Fundamental Believe:**

We believe no one should be killed or seriously injured in a new Volvo.

**Purpose:**

We exist to protect the people inside and around our cars.

**Essence:**

Security

**Values:**

Safety, Quality, Environment, Design

### Porsche (negativ)

**Vision:**

The Brand for those who follow their dreams

**Purpose:**

Driven by dreams

**Values:**

Pioneering spirit + tradition, Performance + sustainability, Design + function,  
Exclusiveness + likeability

