

# 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.	Wal-Mart
Google, Inc.	Volkswagen Group
Exxon Mobile	Johnson & Johnson
Toyota Motor Company	Pfizer
Bank of America	Anheuser-Busch InBev
AT&T	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**