

Multinational Corporations

Apple

Apple company was founded on April 1st, 1976 by Steve Jobs, Steve Wozniak, and Ronald Gerald Wayne. It is an American multinational corporation that designs and develops electronics, computer software, and entertainment and consumer services. Their most sold products are Mac computers, iPhone phones, Apple Music- Apple's music services, AirPods headphones, etc. On August 19, 2020, Apple reached a market capitalization of 2 trillion dollars, the first company to do so. The company even reached a value of 1 trillion dollars in 2018.

The iPod, iPhone, and iPad. Three products which have made a new generation. Three products have transformed the way in which we communicate, listen to music, and work in general. ¹

Google

Google corporation was founded on September 4th, 1998 by Larry Page and Sergey Brin. It is a multinational American technology company, owned by the parent company- Alphabet. Google, among other things, provides information search and advertising services on the Internet and the Android operating system for mobile devices, as well as the Google Chrome web browser, which is a separate brand that also includes the operating system for laptops "Chrome OS". Google operates a large number of products and services on the web, and most of its revenue comes from online advertising, through its advertising services - AdWords.

Google may very well be the most disruptive corporation of the past century. Beyond just creating the famous front page to the Internet and transforming advertising, it is at the center of the cloud, mobile, and wearable computing and increasingly helping shape the future of transportation, energy, education, and science, the most innovative technologies and search engines, just to name a few. Google, including its venture arm and later-stage investing group, has nine companies in the group. ²

CitiGroup

Citigroup was founded on April 7th, 1998, with the merger of Citicorp and the Treblers Group and became the first American company to combine banking services with insurance underwriting since the Great Depression. It employs about 214,000 people and manages over 200 million customer accounts, in more than 160 countries around the world.

Citigroup offers consumers, corporations, governments, and institutions a broad range of financial services and products. CitiGroup is also one of the leading banks in the global economy. Citigroup has also a significant role in the political field. The group holds political action committees (PACs), which are funded through voluntary contributions. PAC boards composed of senior business managers approve where and to whom those contributions are made. Contributions by Citigroups's PACs—or when permitted, from corporate funds—support candidates or political party committees whose views on specific issues are consistent with Citigroup's priorities. ³

¹ <https://www.loc.gov/rr/business/businesshistory/April/apple.html>

² <https://about.google/our-story/>

³ <https://www.google.com/search?q=citi+group+influence&oq=citi+group+influence&aqs=chrome..69i57j33i160.7949j0j7&sourceid=chrome&ie=UTF-8>

Microsoft

Microsoft was founded on April 4th, 1975 by two young students- Bill Gates and Paul Allen. The company was set up to develop software for microprocessors, something not done before, as well as to sell the basic software created by Allen and Gates. This software was purchased for marketing on Apple's computers, which made it a standard in the first common home computer that Apple sold.

Microsoft's story is focused on having a world impact. Under the leadership of its first CEO Bill Gates, and on to his successor, Steve Ballmer, to its current leader Satya Nadella, Microsoft has been an integral part of social change and world affairs. Nadella defines Microsoft as the "do more" company. Its mission as a platform provider is to equip individuals and businesses with the tools to "do more." Microsoft has been a global force that has profoundly affected communities, other companies, and individuals.⁴

ExxonMobil

ExxonMobil is one of the world's largest publicly traded international oil and gas companies. ExxonMobil invests in affordable and sustainable energies that are crucial in advancing global prosperity.

ExxonMobil has created a new business to commercialize its extensive low-carbon technology portfolio. The new business, ExxonMobil Low Carbon Solutions, will initially focus on carbon capture and storage. This being one of the critical technologies required to achieve net-zero emissions and the climate goals outlined in the Paris Agreement.

Today, our world faces a dual challenge: meeting the growing demand for energy while also reducing environmental impacts, including the risks of climate change. ExxonMobil is committed to doing its part in achieving this goal. Moreover, it is important to note that ExxonMobil attempts to influence the European Green Deal.⁵

IBM

IBM is an American multinational corporation, headquartered in New York State, and is one of the largest and oldest corporations in the world of computing. The corporation deals with a variety of hardware, software, and services: processors, complete computer systems of various sizes, peripherals, hardware, database software, application servers, development tools, consulting, and more. In 2012, IBM was the leader in the number of patents registered in its name in the United States, for the 20th year in a row. It is the world's largest employer of information technology workers. In 2018, IBM employed about 350,000 employees around the world, including IBM Israel.

As part of its many endeavors IBM harnesses artificial intelligence (AI) to help brands identify influencers that best align with their brand values.⁶

⁴ <https://www.windowcentral.com/microsoft-company-without-fear>

⁵ <https://exxonenergy.com.theyesmen.org/html/ourcoAboutHistory.htm#:~:text=In%201931%20Socony%20purchased%20assets,trademark%20throughout%20the%20United%20States.>

⁶ https://www.ibm.com/ibm/history/history/decade_1990.html

Samsung

Samsung was founded on March 1st, 1938 as a grocery trading store. Over the years the company started expanding to other fields, all with the goal of helping South Korea rebuild after the Korean war. The company first entered the electronics industry in 1969, and during the rest of the century they rapidly expanded. Today, Samsung is a multinational South Korean company, which includes a large number of subsidiaries. The company's turnover in 2009 alone was \$ 172.5 billion, and the net profit was \$ 13.8 billion. In 2012, Samsung employed 344,000 employees and was responsible for 13% of South Korea's exports.⁷

Coca-Cola

Coca-Cola was first created in 1886 in Atlanta, Georgia. The company started expanding in its early years and by 1900 it had spread to Asia and Europe. Currently, Coca-Cola sells its soft drink in more countries around the world than any other company, and there are only two countries in the world where Coca-Cola can't be bought: Cuba and North Korea.

Coca-Cola has become a global symbol of Americanism, and the changes in its sales and popularity around the world changes according to politics and global relations.

Coca-Cola has expanded its reach into many cultures and lives all over the world. It stimulates job creation, contributes to the economic development of local communities by employing local people, paying taxes to governments, purchasing goods, services, and capital equipment from suppliers, and supporting social development programs.⁸

Twitter

Twitter is a free online social network that allows you to send and read short messages of up to 280 characters. The network was founded in March 2006 by Jack Dorsey, Owen Williams and Biz Stone who By 2012, more than one hundred million users were posting 340 million tweets a day, and the service handled an average of 1.6 billion search queries a day. In 2013, Twitter was one of the ten most popular sites and was described as the "SMS of the Internet". As of 2018, Twitter had more than 321 million monthly active users. Twitter is an open service that's home to a world of diverse people, perspectives, ideas, and information.⁹

Facebook

In February of 2004, Mark Zuckerberg launched Facebook. The site started out as a university site, spreading from Harvard, to other Ivy league schools in the United States and eventually reaching other universities in the United States. High school students in the United States could sign up from 2005, and following them university students in the United Kingdom could as well. In 2006, the site expanded and everyone with an email could now register.

Today, the site is the largest online social network in the world and is available in more than seventy languages. Facebook includes many social features including friends birt hdays, a private messenger and more.¹⁰

⁷ <https://www.britannica.com/topic/Samsung-Electronics>

⁸ <https://www.britannica.com/topic/The-Coca-Cola-Company>

⁹ <https://www.britannica.com/topic/Twitter>

¹⁰ <https://www.bbc.com/news/av/technology-56212076>

Amazon

Amazon is an American company for e-commerce and cloud computing services. The company, based in Seattle, Washington, was founded on July 5th, 1994, by Jeff Bezos. It was a pioneer in online commerce and while it initially sold books, later on it began selling CDs, movies, electronics, clothing, and more. With the development of the company, a very wide range of products can be bought on the company's website.

As of July 2020, the company employs over 935,000 employees worldwide, and its market value is over a trillion and a half dollars. According to research firm EMarketer, Amazon's market share stands at 38% of total online commerce in the United States. According to the website ranking company Alexa, as of 2019, Amazon is the 14th most viewed website on the Internet. For the past two years, Amazon has also run an affiliate program that lets social media influencers earn a cut of sales generated from Amazon links within YouTube, Instagram, Twitter, or Facebook.¹¹

eBay

eBay was founded on September 3rd, 1995, by Pierre Omidyar as an online auction site. The site is a global online marketplace that enables local and international trade. The sellers are individuals and small to medium-sized businesses offering millions of items and services through the platform.

An important term to note is eBay millionaires. They did not make their fortunes through the auction process eBay is known for, but by selling goods at fixed prices, they now consist 75% of all of eBays listings.¹²

Royal Dutch Shell

Royal Dutch Shell, commonly known as Shell, was founded in February of 1907 following the merger of two competing companies - the Dutch oil company "Royal Dutch", and the British transport and trading company "Shell". This merger was done in order to compete with the American energy company "Standard Oil". The company is now a multinational Anglo-Dutch energy company, engaged in oil and natural gas in every part of the industry.

In recent years, Shell has also started suggesting renewable energy solutions and products, using biofuels, wind, energy-kite systems, and hydrogen. Shell has operations in over 70 countries, produces around 3.7 million barrels of oil per day and has 44,000 service stations worldwide. In 2014, Shell had total proved reserves of 13.7 billion barrels of oil. One of Shell's main projects nowadays is the Powering Progress program, which strives to transform the company from a traditional oil retailer to a sustainable energy solutions advocate and manufacturer, while preserving their financial strength. One of the companies main goals is achieving Net-Zero Emissions (A net-zero world is where society stops adding to the total amount of greenhouse gases in the atmosphere).¹³

¹¹ <https://www.britannica.com/topic/Amazoncom>

¹² <https://www.thestreet.com/markets/history-of-ebay#:~:text=Originally%20called%20Auction%20web%2C%20eBay,was%20on%20to%20something%20big.>

¹³ <https://www.companiesshistory.com/royal-dutch-shell/#:~:text=Origins,compete%20globally%20with%20Standard%20Oil.>

Walmart

Walmart is an American public company founded by Sam Walton in 1962.

Walmart is the largest retail company and largest commercial company in the world.

Walmart is also the largest food retailer in the United States, and it is estimated to hold 20% of the retail food market and consumer goods market. The company is also the largest toy retailer in the United States, with 22% of the retail toy market, more than the Toys R' Us network. The Walmart enterprise has a significant influence in the American economy, and its strength affects small businesses all over the country, therefore is a key player in the retailing industry offering a large variety of services competing other businesses.¹⁴

General Motors Company (GM)

GM is an American multinational corporation headquartered in Detroit. It was founded by William C. Durant on September 16, 1908, as a holding company, and the present entity was established in 2009 after its restructuring. The company is the largest American automobile manufacturer and one of the world's largest automobile manufacturers. Its four core automobile brands include Chevrolet, Buick, GMC, and Cadillac. It also either owns or holds a significant stake in foreign brands such as Wuling, Baojun, and Jiefang. Annual worldwide sales volume reached a milestone of 10 million vehicles in 2016 alone.

GM group also sells financial services through its companies. GM Financial inc was bought by the GM Company when it was AmeriCredit and changed its title in 2010. Today the company is a global provider of auto finance, with operations in the United States, Latin America, Canada, Europe, and China.

At its peak, GM had a 50% market share in the United States and was the world's largest automaker from 1931 through 2007. As of 2020, General Motors is ranked number 18 on the Fortune 500 rankings of the largest United States corporations by total revenue.¹⁵

¹⁴<https://corporate.walmart.com/our-story/our-history#:~:text=In%201950%2C%20the%20Waltons%20left,5%2610%20on%20the%20downtown%20square.&text=Inspired%20by%20the%20early%20success.of%2044%20in%20Rogers%2C%20Arkansas.>

¹⁵<https://detroithistorical.org/learn/encyclopedia-of-detroit/general-motors#:~:text=William%20C.,the%20predecessors%20of%20GMC%20Truck.>