

MARKETSHARE THROUGH MINDSHARE

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Strictly Business

Welcome. This issue is strictly business. What do you know about the companies that dominate the business scene? Read on, and you'll know more and have some fun in the bargain!

1. Warren Buffet's Berkshire Hathaway company started out in what industry?

- a. Pharmaceuticals
- b. Machine design
- c. Textiles
- d. Oil



2. Which company is not named after its founder?

- a. Wells Fargo
- b. Taco Bell
- c. Duane Reade
- d. Bayer



3. Which company was originally named The Haloid Company?

- a. Bayer
- b. Alcoa
- c. Xerox
- d. Ricoh



4. Which large Japanese firm is named after founder Shojiro Ishibashi?

- a. Bridgestone
- b. Canon
- c. Sony
- d. Yamaha



Canon

SONY



5. DuPont (E.I. duPont de Nemours and Company) began in 1802 as a manufacturer of:

- a. Children's furniture
- b. Patent medicine
- c. Tents
- d. Gunpowder



6. The company originally named the Precision Optical Instruments Laboratory is now known as:

- a. Canon
- b. Olympus
- c. DuPont
- d. Ricoh

Canon

RICOH®



OLYMPUS

7. The name Verizon is a portmanteau name made from which two words?

- a. Green and zone
- b. Truth and horizon
- c. Vertical and zone
- d. Vera and Arizona



8. Korean electronics giant LG is an acronym of two brands, Lucky and:

- a. Goldstar
- b. Glaxo
- c. Geico
- d. Game Boy



9. The biggest retailer of prescription drugs in the U.S. is:

- a. CVS Health
- b. Cardinal Health
- c. Duane Reade
- d. Walgreens



10. England's oldest trademark (Trademark #1) is:

- a. Guinness Stout
- b. Bass Ale
- c. Anchor Steam Beer
- d. Newcastle Brown Ale



True or False:

11. Google was derived from the word "boondoggle"?

- a. True
- b. False



12. Alcoa is derived from the name Aluminum Company of America?

- a. True
- b. False



13. TCBY means "This Can't Be Yogurt"?

- a. True
- b. False



14. Healthcare giant Anthem used to be known as WellPoint?

- a. True
- b. False



15. Game developer Lionhead Studios was named after one executive's pet hamster?

- a. True
- b. False



16. Reebok is named after an African antelope?

- a. True
- b. False



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Natchez Technology Solutions, a global provider of integrated security solutions, is sporting a new logo. Designed by the PMG team, it will be used in all print-based media and will be rolled out in a new website.



Do we hear the sound of trumpets?

Congratulations are in order for Mr. Brian Z. Li, President and CEO of **Allegiant Health**. Brian will be recognized at the upcoming Top CEO Awards presented by Long Island Business News. The awards are in recognition of top business executives who consistently demonstrate remarkable leadership skills, integrity, values, vision and a commitment to excellence. **Way to go Brian!**



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Answer Key:

1) c, 2) c, 3) c, 4) a, 5) d, 6) a, 7) b, 8) a, 9) a, 10) b, 11) a, 12) a, 13) b, 14) a, 15) a, 16) a