



Instructions to Participants - pick one clip to perform from below:

Apple: Additionally, Apple's iTunes Store provides music, music videos, television programs, movies, podcasts, iPod games, and audiobooks, which can be downloaded using iTunes on Mac OS Ten or Windows. And in the summer of 2007, Apple introduced the popular iPhone.

Berkshire Hathaway: Warren Buffett is the company's chairman and CEO. Buffett has used the "float" provided by Berkshire Hathaway's insurance operations (a policyholder's money which it holds temporarily until claims are paid out) to finance his investments.

GE: GE announced the launch of a program called "Ecomagination," intended, in the words of CEO Jeffrey Immelt "to develop tomorrow's solutions such as solar energy, hybrid locomotives, fuel cells, lower-emission aircraft engines, lighter and stronger durable materials, efficient lighting, and water purification technology."

Google: Google Earth is generally considered to be remarkably accurate and extremely detailed. Many major cities have such detailed images that one can zoom in close enough to see vehicles and pedestrians clearly.

Toyota: Toyota's principles, or The Toyota Way, are as follows:

1. Manage with a long-term philosophy, even at the expense of short-term goals
2. Create continuous process flow to bring problems to the surface
3. Build a culture of stopping to fix problems, to get quality right the first time

Starbucks: The Starbucks logo is an image of a "twin-tailed siren," and has been significantly streamlined over the years. The image also has had a rough visual texture. In the current version, her navel and breasts are not visible at all, and only vestiges remain of the fish tails.

FEDEX: His college professors rejected his initial idea, and Smith's company didn't always operate as well as planned. At one point, Smith was so desperate to keep FEDEX afloat, that he flew to Las Vegas, won \$27,000 at a blackjack table and wired the funds back to his company.

Procter and Gamble: Procter and Gamble's "devil logo" urban legend was based on a particular passage in the Bible, Revelations 12:1, which states: "And there appeared a great wonder in heaven; a woman clothed with the sun, and the moon under her feet, and upon her head a crown of twelve stars."

Hindenberg: Except for strong headwinds that slowed its progress, the crossing of the Hindenburg over the blue waters of the Atlantic was otherwise unremarkable, until the airship attempted an early-evening landing at Lakehurst three days later on May 6. That night, everything changed.

Empire State Building: The site of the Empire State Building was first developed as the John Thompson Farm in the late 18th century.[22] At the time, a stream ran across the site, emptying into Sunfish Pond, located a block away. Beginning in the late 19th century, the block was occupied by the Waldorf-Astoria Hotel, frequented by The Four Hundred, the social elite of New York.