

Sample Mission Statements

- ▶ **Google's** mission: "to organize the world's information and make it universally accessible and useful."
- ▶ **Facebook's** mission: "to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them."
- ▶ **Apple's** mission: "To make a contribution to the world by making tools for the mind that advance humankind."
- ▶ **Amazon's** mission: "To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices."
- ▶ **Patagonia's** mission: "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."