**Table 3.1**  Examples of practical innovations and brand missions of leaders of vision

Leader Brand Innovative Practices Original brand mission

----Imgvar IKEA

Kamprad-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------………………………………He invented the concept of doubling furniture and shops Make design of furniture accessible

………………………………………of self service (in decade of 1960), that allowed buyers of to public in general

of furniture to save money in an important way

Richard Virgin He reinvented business of risked enterprises and varied Raise emotion for non attractive branches

Branson under a single name of brand since 1970; he used small

conventional practices in business as a whole; more recently

with Virgin Galastic (2004), he attempted to create a space boat

for commercial reasons

Walt The Walt Apart from copying brand name and concept of packaging Introduce social activism to business

Disney Disney Com. launched from an American company in 1976, he practiced

social activism almost accidently 10 years later. Anita Roddick

introduced concept of story creation through products of

cosmetics

Bill Gates Microsoft Apart from being one of pioneers, Gates introduced operational Change use of computers

systems to *mainstream* since 1975, and without doubt, he turned

software an essential part of computers by taking advantage

of Internet

Steve Jobs Apple He transformed digital sectors, music and phone to launch Change the way with which

Mac (1984),iPod (2001)and iPhone (2007) by approaching raised people profit from technology

counter-culture ; apart from that he reinvented films of animation

with Pixar (2006)

Jeff Bezos Amazon He reinvented sale of books (and other products) through Amazon Co. Provide major selection of knowledge

(1994) and reinvented proper book of Kindle (2007) connected to easy delivery

Pierre Omidyar Ebay He connected buyers to sellers on Ebay (1995), enabling transactions Create a marketplace ruled

and handling user opinions and including Paypal as affiliate (2002) by users

Larry Page Since 1998, Google has reinvented mechanism of search (the word

‘’Google’’ was registered in English dictionary, with the meaning Οrganize and make accessible

of ‘’search’’ on Internet); it redefined propaganda online, by offering global information

practices and mechanisms of search based on publishing platforms

Jimmy Wales and Larry

Sanger Wikipedia Since 2001, Wikipedia has redefined the concept of encyclopedia and by Create an encyclopedia

making popular this collaborative approach wiki was developed by Ward that can be edited by users

Cunningham (1994)

Mark Zuckerberg Facebook Apart from not having invented social net of relationships (Friendster was created Offer the net of social

prior to Jonathan Abrams, in 2002, and MySpace , by Chris de Wolfe and Tom relationships as a platform

Anderson in 2003; Facebook was created later, in 2004; Zuckerberg expanded the of business

idea, by introducing Facebook platform (2007) and Connect (2008), expanded social

net, in order to have a higher presence

Reid Hoffman Linkedin Linkedin introduced a professional network online and new ways to organize information Connect professionals

of personal contact; it’s believed that soon it will replace traditional circle in search of around the world

employees

Jack Dorsey Twitter Twitter was created in 2006, as pioneer of idea of mini blogs on Internet and in a new Offers tools to follow

way for people to diffuse their ideas on Internet ‘’friends’’ and other interests