

ITSE 1450

Griffin Gowdey

Chapter 2 Case Studies

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Mission statement #1: about.google.com

Mission statement #2: about.linkedin.com

Case 2-b

- Strength: Being in a large city.
- Weakness: Outdated technology and not keeping up with its trends.
- Opportunity: Being able to use new technology and design new systems from scratch.

Case 2-c

Mission statements are necessary in my opinion. They create a guiding principle(s) or identity for the company and its employees. It allows the company to define their objectives and where they want to go.

Some examples of good mission statements include:

- **Google** (about.google.com): “Our mission is to organize the world’s information and make it universally accessible and useful.”
- **LinkedIn** (about.linkedin.com): “The mission of LinkedIn is simple: connect the world’s professionals to make them more productive and successful.”
- **Microsoft** (microsoft.com/en-us/about): “Our mission is to empower every person and every organization on the planet to achieve more.”

Some examples of not-so-good mission statements include:

- **McDonalds** (corporate.mcdonalds.com/corpmcd/our-company/who-we-are/our-values.html): “Our mission is to make delicious feel-good moments easy for everyone.”
- **Facebook** (about.fb.com/company-info/): “Give people the power to build community and bring the world closer together.”