

# A business and its beliefs

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**What is IBM's iconic motto?** “THINK” signs adorned the desks and walls of countless IBM offices, the company published an employee magazine called THINK, and many IBMers carried pocket-sized notebooks with “THINK” embossed on the cover. The motto was ubiquitous within IBM offices and factories throughout the world by the 1930s.

**Who is the son of the owner of IBM?** Thomas John Watson Jr. The son of IBM Corporation founder Thomas J.

**What are the three basic beliefs of IBM?** What emerged from the thousands of responses was a set of guiding values, similar to those the Watsons had preached for more than 60 years: dedication to every client's success, innovation that matters “for our company and for the world,” and trust and responsibility in all relationships.

**What is IBM's mission and values?** IBM's mission statement is “to lead in creating, developing, and manufacturing the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices, and microelectronics.

**What is IBM philosophy?** Our philosophy, principles and practices govern and guide every experience designed by IBM. IBMers believe in progress—that the application of intelligence, reason and science can improve business, society and the human condition.

**What is the religion of IBM?** As a Christian organization, IBMGlobal strives to live according to the doctrinal, moral, and ethical dictates of the Bible which serves as our final authority for all matters pertaining to doctrinal beliefs and moral and ethical practices.

**What is the old name for IBM?** IBM was founded in 1911 as the Computing-Tabulating-Recording Company (CTR), a holding company of manufacturers of record-keeping and measuring systems. It was renamed "International Business Machines" in 1924 and soon became the leading manufacturer of punch-card tabulating systems.

**Why did IBM change its name?** Watson had never liked the hyphenated title of Computing-Tabulating-Recording Company and chose the new name of "International Business Machines Corporation" (IBM) both for its aspirations and to escape the confines of "office appliance".

**What is IBM culture?** At IBM®, uniqueness is not only recognized—it's celebrated. Curiosity. Every IBMer is led by our joint passion for discovery. Possibility. When faced with challenges, we turn problems into possibilities.

**What are the three pillars of IBM?** Engagement, data, and the cloud. Global companies can gain competitive advantage in fast-growing frontier markets by addressing those country's big social challenges – described previously in HBR as “playing development to win.” One example is IBM.

**What are the 3 core beliefs?**

**What is IBM's motto?** As IBM CEO during the 1920s, Watson continued to encourage innovation and “THINK” became a ubiquitous slogan in IBM paraphernalia including notepads, advertising, products—even the title of the company magazine.

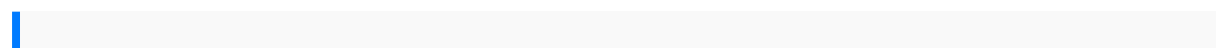
**What is IBM's main focus?** IBM is known for its hardware and software products, including computers, servers, storage systems and networking equipment. It also provides consulting, technology and business services, such as cloud computing, data analytics and artificial intelligence (AI).

**What is unique about IBM?** IBM is unique. It is the only company in our industry that has reinvented itself through multiple technology eras and economic cycles. We do so for one reason: to create differentiating value for our clients and for you, our owners.

**What is IBM's values?** A company we now know as IBM. The founders enshrined three core values into the company: "Respect for the individual", "The best customer service" and "The pursuit of excellence". The values that were meant to last forever.

**What are IBM ethical values?** Our positions. IBM advocates for policies that balance innovation with responsibility and trust to help build a better future for all. IBM's five best practices for including and balancing human oversight, agency and accountability over decisions across the AI lifecycle.

**What are IBM main goals?** IBM Mission Statement Our mission and purpose is to be a catalyst that makes the world work better. A catalyst is an agent of change. As catalysts, IBMers collaborate to release new energy. We forge partnerships and bring together powerful combinations of people and technology.



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