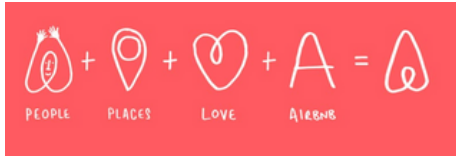


# Purpose & Beitrag

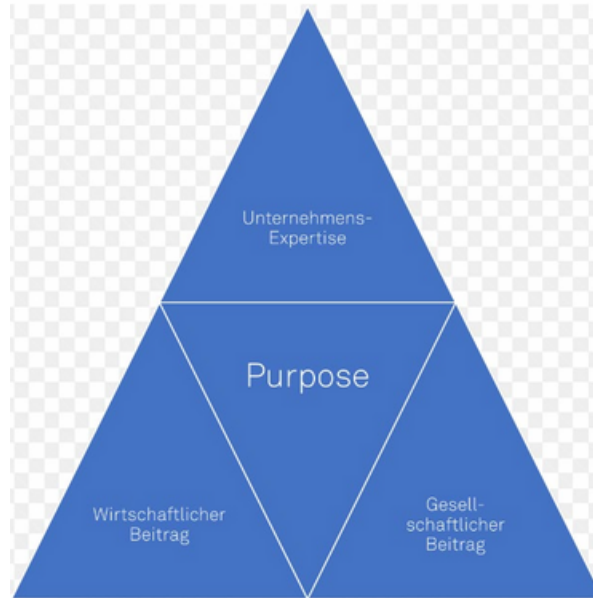
## Airbnb



## Google

“Google's mission is to organize the world's information and make it universally accessible and useful”

– Google™



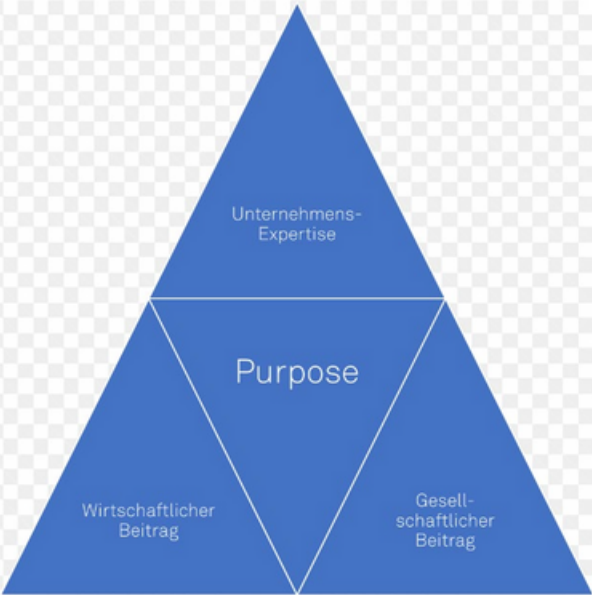
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## Apple Brand Purpose

To bring the best user experience to its customers through its innovative hardware, software, and services.



# Purpose & Beitrag



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- Expertise
- Wirtschaftlicher Beitrag
- Gesellschaftlicher Beitrag
- Purpose -Zweck
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