

The Great Company Adventures • Book 41 of 50

APPLE THE GLASS THAT THINKS

A curious girl, three wise mentors, and the sheet of glass that carries the whole world in a pocket.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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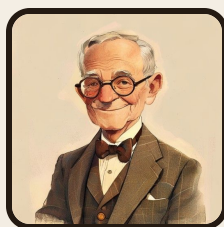
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



ADA

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE GLASS THAT GLOWED AT MIDNIGHT

Midnight. Homework: unfinished. And Grandpa Ben's old brass compass? Spinning like crazy.

SPIN

The needle stopped. Pointing at... the family phone. Asleep on the desk. The most boring object on planet Earth.

YOU? You're just a phone!

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Time to meet the businesses that built the modern world..."

"...start with the glass that thinks."

★ WORTH REMEMBERING

Look at a phone. It's a piece of glass thinner than a pancake — holding every song ever made, a map of every street on Earth, and Grandma's face from far away. And glass? Glass is just **melted sand**. So... **who taught sand to think?**

The screen rippled. A whirlpool of blue light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 📱

- ① How does GLASS hold songs, photos, maps — and feel my finger?
- ② Grandpa says this thing built one of the most valuable companies EVER. A phone?! Prove it.

THE PUZZLE OF A THOUSAND PIECES

She landed in a lab where a phone floated in pieces — hundreds of them, frozen mid-explosion.

A young engineer plucked a screw smaller than a rice grain out of the air. “I’m Ada. I take phones apart for a living.”

Best. Job. EVER.

Glass. Screen. A green mini-city. A battery curled up like a cat. A camera like a jewel.

How many pieces?!

A thousand-plus. From forty countries.

It's a GALAXY of tiny parts!

★ WORTH REMEMBERING

Your phone is a **supercomputer in disguise** — millions of times more powerful than the computer that flew astronauts to the Moon. That one filled a cabinet. Yours rides in a backpack.

📖 SIRI'S SECRET NOTEBOOK

1,000+ parts. 40+ countries. One pocket. 🔍 Ada says every part hides a secret. First up: why doesn't the glass shatter like a water glass?

ARMOR MADE OF GLASS

3a The armor: a bath of liquid salt

"All glass starts as this," said Ada. Sand. Melted until it flows like honey.

In the glassworks, molten glass poured down thinner than paper. "But plain glass is a coward. One scratch — CRACK."

So how do you armor a window?

"Hot salt bath. Bigger atoms squeeze into the surface. Now it's packed TIGHT."

My screen was a BEACH?!

Big marbles crammed into small rows!

★ WORTH REMEMBERING

It's called **ion exchange**. Cracks grow by pulling glass apart — but this surface is permanently SQUEEZED, so baby cracks get crushed shut instantly. Invisible armor, made of pressure itself. 🛡️

"Now touch it." Slowed a billion times: tiny threads of electricity bent UP toward her finger.

"There's an invisible electric net under the glass. Your finger sips a tiny drop of charge — and the phone feels WHERE."

The glass is reaching for ME!

So it feels my ELECTRICITY!

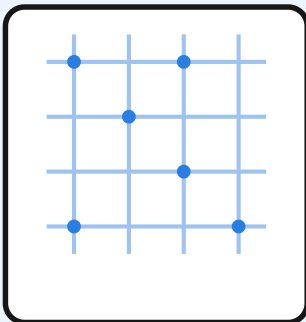
A hundred times a second.

★ WORTH REMEMBERING

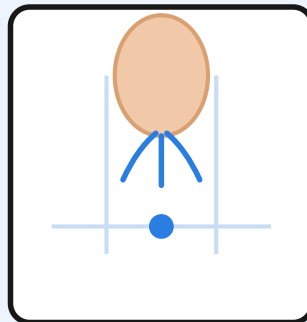
Test it yourself: poke a screen with your **fingernail** or a **wool glove**. Nothing! They don't conduct electricity. The screen doesn't feel pressure — it feels YOU. ⚡



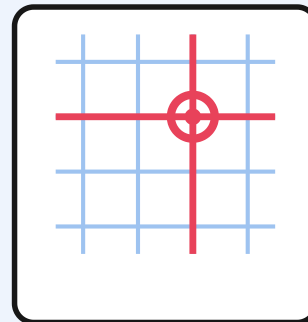
HOW THE GLASS FEELS YOUR FINGER



AN INVISIBLE NET
electric threads under glass



IT SIPs YOUR CHARGE
your body conducts it



ROW + COLUMN
the touch point, 100x a second



SIRI'S SECRET NOTEBOOK

- ① Glass = melted sand + hot-salt-bath armor
(squeeze crushes cracks!) 
- ② The screen feels electricity, not pushing. Glove
test: FAILED. Which means... it worked! 

THE BRAIN MADE OF SAND

Next door: a silver crystal rising slowly out of molten metal. “Silicon. Also sand. But the brain needs PERFECT sand.”



It's growing like a giant icicle!

“Purified to nine nines — 99.9999999%. Then grown into ONE flawless crystal and sliced into mirror discs.”



How pure IS that?

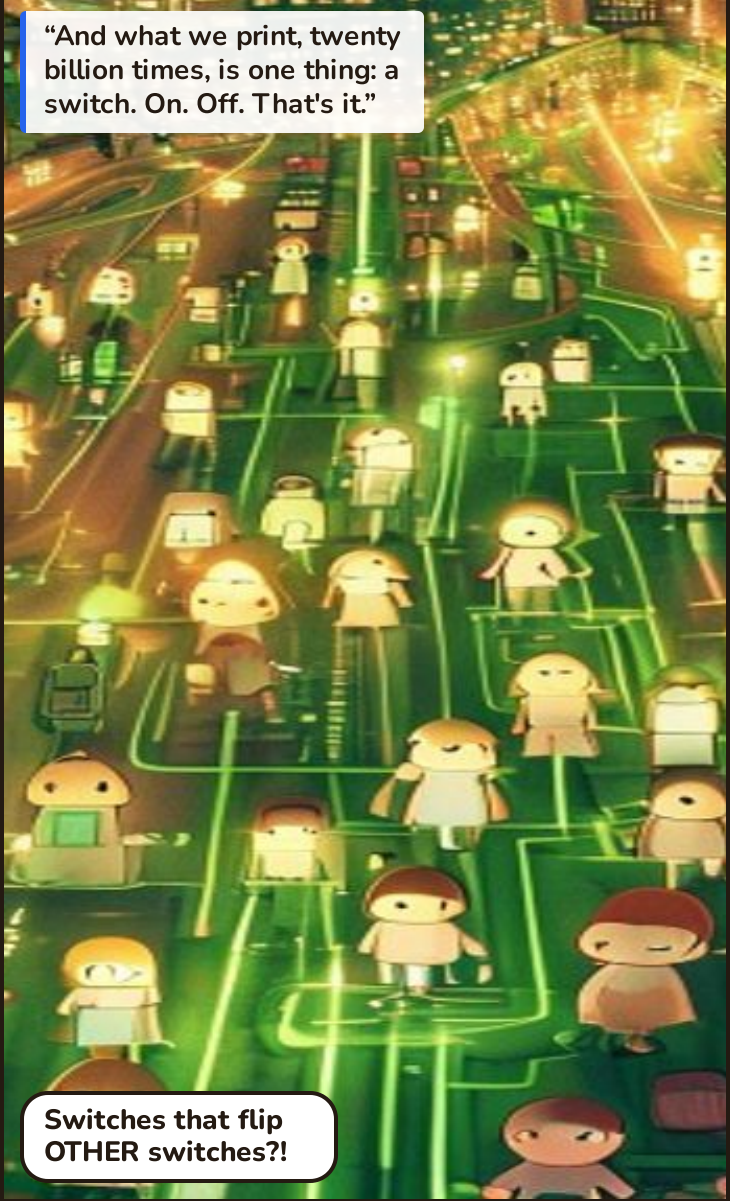
★ WORTH REMEMBERING

Nine nines: imagine a **mountain of sugar** — with just ONE spoonful of anything else allowed. Why? Electricity must flow in perfect silence. One wrong atom = a boulder in the stream.



A bus-sized machine fired violet light. "Too small to carve. So we PRINT the brain — with light."

You're printing a CITY!



"And what we print, twenty billion times, is one thing: a switch. On. Off. That's it."

Switches that flip OTHER switches?!

★ WORTH REMEMBERING

Here's the whole secret of computers: a **transistor is a switch**. Wire switches together and they make **decisions**. Twenty billion of them, a billion times a second = music, games, maps. That's the 'thinking.' No magic — which makes it MORE magical. 🧠

📖 SIRI'S SECRET NOTEBOOK

Sand → nine-nines crystal → printed with LIGHT → 20,000,000,000 tiny switches flipping each other. Each one smaller than a virus. My phone's brain... is a beach with really good organization.

THE LONGEST JOURNEY IN THE WORLD

Ada unrolled a world map. Golden threads from everywhere, all meeting at one tiny rectangle.

The whole PLANET is helping!

“Camera lenses from Japan. Screens from South Korea. Armored glass from Kentucky. And the chip — from the great foundries of Taiwan.”

One phone = a world tour!

Then a door opened — onto a hall that stretched to the horizon. People and robots, working as one.

How many people build ONE phone?

Count everyone? Over a million hands.

At dawn, jumbo jets swallowed pallets of phones. Factory to your local store: three days. Anywhere on Earth.

THREE days?!

★ WORTH REMEMBERING

Here's the mind-bender: **nobody on Earth knows how to make a phone.** Not one person. The miner doesn't know chips; the chip-printer doesn't fly jets. Everyone masters one sliver — and a great company turns a million slivers into one object.

📱 SIRI'S SECRET NOTEBOOK

Japan + Korea + Kentucky + Taiwan + a million hands = my phone, in 3 days. 🌍 Nobody knows the whole recipe. So who's the CONDUCTOR of this orchestra? 🎵

WHY A BILLION PEOPLE SAY YES



A museum of 1999: camera, music player, paper map, calculator, flashlight, alarm clock, heavy phone. “You used to need ALL of these.”

They all live in ONE slab now!



“And when you buy the glass, you get a door — to a library of two million little machines. Games. Telescopes. Piano teachers.”

A library where books are MACHINES!



“Every new phone-owner makes the library worth building for. Every new app makes the phone worth buying. Round and round.”

The bridge gets stronger as people cross it!

★ WORTH REMEMBERING

Why spend billions building this? ① It replaced a backpack of gadgets — massive **value**. ② The app bridge: users pull in builders, builders pull in users — **network effects**. A rival can copy the glass. They can't copy the party. 🏰

📖 SIRI'S SECRET NOTEBOOK

People don't pay for the OBJECT — they pay for everything it replaces. And the app library grows itself: more users → more builders → more users. Grandpa's rule: find the thing people would HATE to live without.

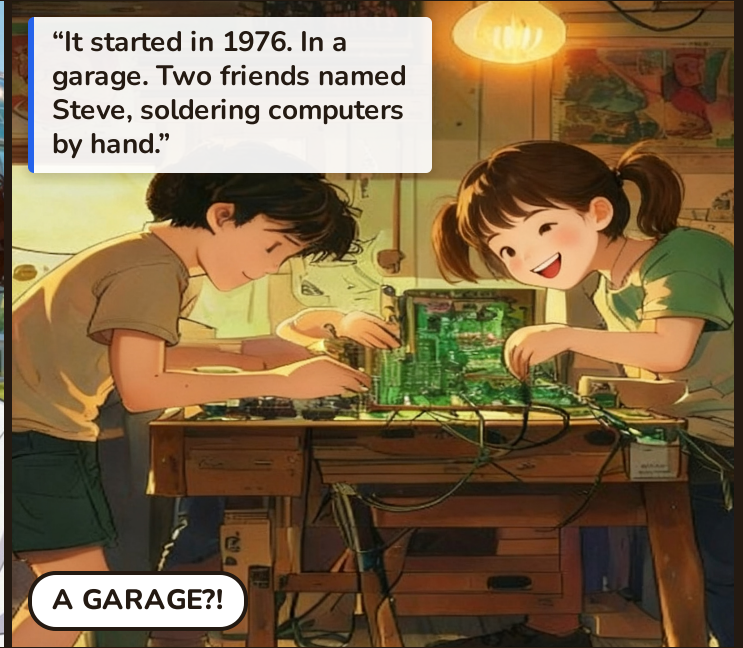
THE ORCHARD THAT GREW IN A GARAGE

Through the apple trees: a ring of glass, shining like a lens. Siri knew the name on the gate. Everyone does.



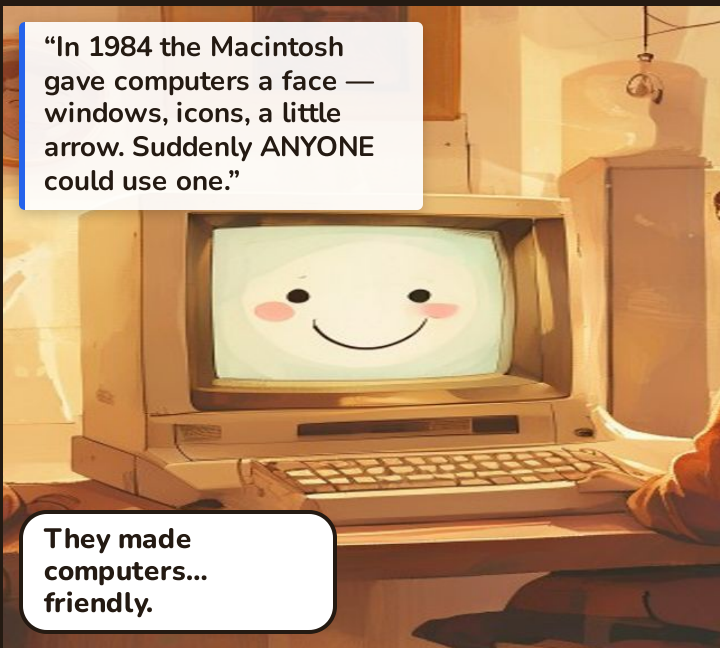
APPLE! The glass that thinks is the iPhone!

"It started in 1976. In a garage. Two friends named Steve, soldering computers by hand."



A GARAGE?!

"In 1984 the Macintosh gave computers a face — windows, icons, a little arrow. Suddenly ANYONE could use one."



They made computers... friendly.

"By 1997, Apple was 90 days from broke. The founder came back — and in 2001: a thousand songs in your pocket."



From almost DEAD to everyone's pocket!

★ WORTH REMEMBERING

Then the bravest move in business history: the iPod was Apple's best-seller — and Apple **killed it on purpose**. In 2007 the iPhone ate the iPod alive. Why? **If you don't replace yourself, someone else gladly will.**



THE STORY IN TIME

1976

Two friends build the first Apple computers in a garage.

1984

Macintosh — the first friendly computer: windows, icons, a mouse.

1997

90 days from bankruptcy. Steve Jobs returns. Says NO to almost everything.

2001

iPod: “a thousand songs in your pocket.”

2007

iPhone — Apple kills its own best product to build a better one.

2008

The App Store opens. The bridge is built.

2020

Apple designs its own chips.

Today

2+ billion Apple devices alive in the world. 🍏

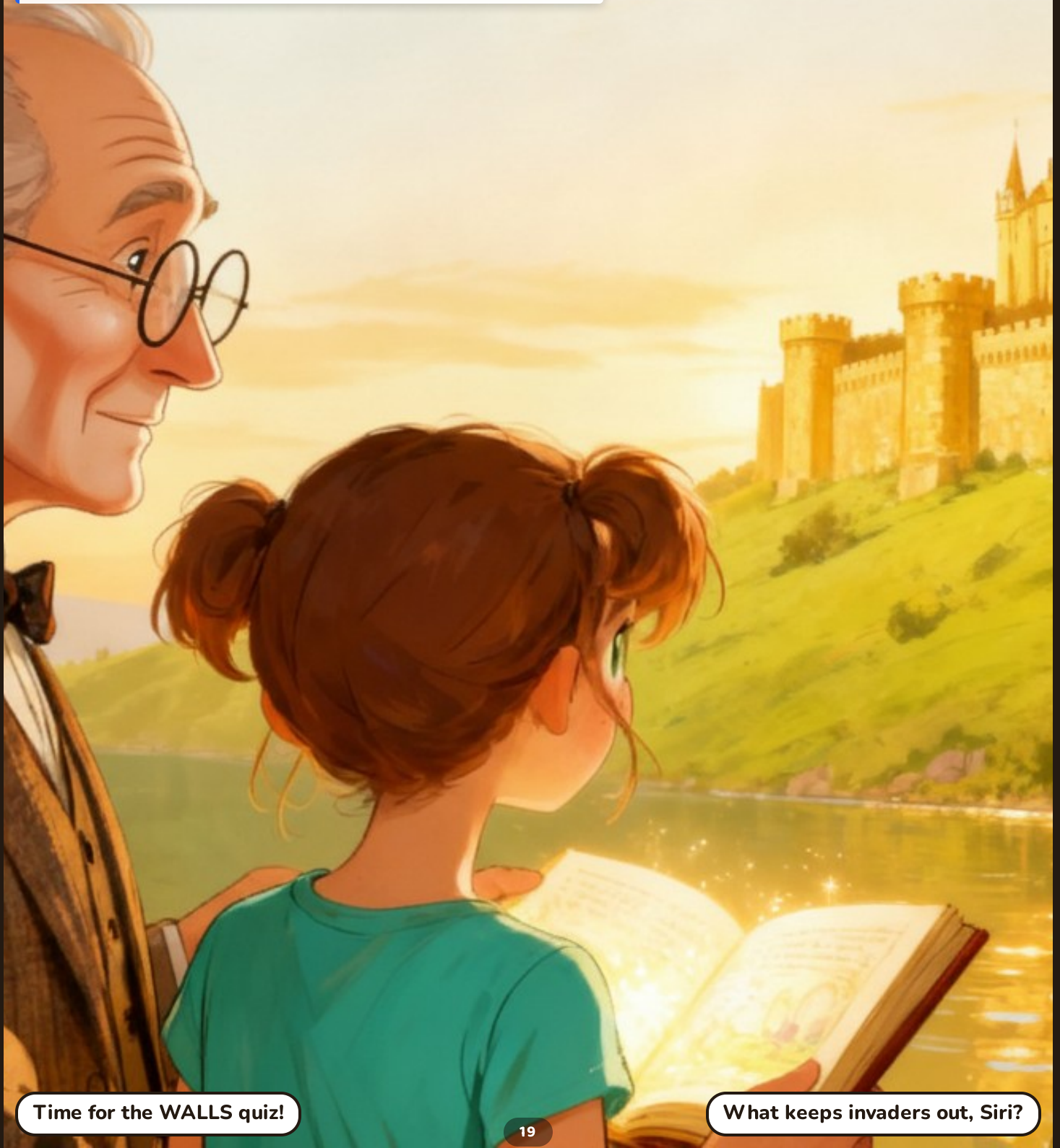


SIRI'S SECRET NOTEBOOK

Garage → Mac → almost dead → iPod → then
they KILLED the iPod to make the iPhone. Their
religion = saying NO. A thousand no's for every
yes. 🍎

THE CASTLE OF GLASS

A warm glow. A smell of cherry cola. Warren and Charlie, the partners from Omaha, stood before a shining castle.



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Cozy Garden

Photos, messages, apps, watch — all holding hands. Leaving means repacking your whole digital life. Most people never do.



Wall Two: A Promise Kept

'It just works' — kept for decades. Trust like that lets you charge more and still get a thank-you. Copying a feature takes a year. Copying a promise takes a generation.



Wall Three: Its Own Brain

Apple designs the chip, the software AND the body — one sculptor, one sculpture. And buying a billion parts a year makes every part cheaper.



Wall Four: The Two-Sided Bridge

A billion users on one side, millions of app builders on the other. A rival must build BOTH sides at once. Hardest trick in business.



The Cracks in the Glass

Rule-makers want the garden gates opened. Half the harvest is one fruit (the iPhone). The chips come from one faraway island. And the next big wave could shrink the phone itself. Castles need defending — daily.

Charlie tapped his glasses. “My trick: don't ask how to WIN. Ask what would DESTROY it. Then don't do that. **Invert, always invert.**”



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's checklist for ruining Apple: break the promise. Turn the cozy garden into a cage. Miss the next wave protecting the old one. Bet everything on one supplier. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "A billion people would hate to live without this. I bought more of it than anything, ever."



So the treasure isn't the phone. It's the WALLS.



SIRI'S SECRET NOTEBOOK

Walls: cozy garden 🇨🇪 + kept promise 🤝 + own brain 🧠 + two-sided bridge 🌉.
Cracks: rule-makers, one fruit, one island, next wave. Charlie: INVERT.
Warren: buy walls, not gadgets. 🏠

THE NEXT THIRTY YEARS

"Last question," said Ada.
"What does this become in thirty years?" A street of tomorrow: light glasses, a watch guarding a grandmother's heart.



The glass might stop being a slab at all!

On a rooftop at dusk, Siri thought it through the way Grandpa taught her.



Don't bet on the gadget. Bet on the NEEDS.

★ WORTH REMEMBERING

The deep currents: AI helpers in every pocket. Watches that catch heart trouble early. Screens drifting into glasses. Robots un-building old phones to build new ones. Shapes change — but talking, learning, remembering, paying? Forever. The winner keeps the **trust** while the shape changes. 🌟

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: AI tutors, doctor-watches, screen → glasses, recycled phones. Rule: bet on needs, not shapes. (Also: I want the homework-helper glasses NOW.)

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic, little one."

"Just ordinary people doing small hard things — together, for a long time."

At breakfast, the family phone lay beside the milk. Beach sand. Salt-bath armor. Twenty billion switches. A million hands.

You're the biggest team project in human history.

She hugged the diary tight. Somewhere far away, an orchard of glass caught the morning sun.

Show me the next one, Grandpa. 🍷

★ WORTH REMEMBERING

Next unlock, feel it: your finger's electricity sipped by an invisible net — decisions rippling through twenty billion switches printed with light on perfect sand — fifty years of no's guarding the promise. A phone is no longer just a phone. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Glass = sand + salt-bath armor.
- ② Screens feel electricity, not pushing.
- ③ Chips = billions of switches, printed with light.
- ④ Nobody knows the whole recipe — companies are conductors.
- ⑤ Value → bridge → trust → castle.
- ⑥ Kill your best product before someone else does.
- ⑦ Invert! And buy walls, not gadgets. 🧡



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

EVERY ORDINARY THING HIDES A SECRET.

Siri knows the glass now — but when she saved her teardown photos, they vanished “into the cloud.” Clouds are made of water. This one isn’t. So where, exactly, did her photos GO?

NEXT ADVENTURE • Book 42 • The Invisible Machine →