

The Great Company Adventures • Book 26 of 50

JOHNSON & JOHNSON

THE LITTLE BANDAGE THAT GREW

seven drawers, twelve mental models, and the little bandage that keeps a scraped world safe.

"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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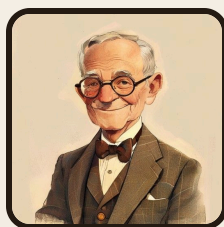
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



ELSIE

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 BANDAGE IN THE TIN

Midnight. Homework: not happening. Because Grandpa Ben's brass compass just started... trembling.

TIK-TIK

It spun. Locked. Pointing straight at—

SPIN

Wait. The FIRST-AID TIN?

Down the hall: Mom taping a knee. Dad on his thumb. Grandma in the tin.

It's never done THIS before.

And I've never once asked what's IN it.



In the tin: one little paper-wrapped bandage. The most boring thing in the house.

YOU'RE the next great company?
You're FLUFF.



The diary flipped open by itself. Fresh ink.

"Time to meet the businesses that built the modern world, little one. Start with the smallest one — the little bandage that grew."

★ WORTH REMEMBERING

Look properly at that bandage. It costs less than a gumball, yet the same little strip has sold, everywhere, for over a hundred years. So tonight's mystery: **how does something this tiny grow into a giant?**

The wrapper shimmered — and a whirlpool of warm blue light yanked her in.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

Biggest mystery yet 

- ① How does a scrap of fabric and glue help a cut heal?
- ② Grandpa says it built one of the world's steadiest companies. Prove it, compass.

THE HOUSE OF SOFT RIBBONS

She landed in a bright hall where rivers of soft white fabric flowed over gleaming rollers.

It's a **WATERFALL** of cloth!

A young nurse waved from the walkway. "I'm Elsie. I look after cuts for a living."

Cuts have a **WHOLE** factory?

Elsie peeled a bandage into pieces. Backing. Pad. A shiny film. Two paper wings.

So many parts in this little thing!

Each one solves a hard problem.

Under the microscope the fabric wasn't a scrap. It was a **WEAVE**. Thousands of tidy threads.

It's a tiny woven **CITY**!

★ WORTH REMEMBERING

A bandage looks like nothing. But it must stick to skin, block every germ, drink up a mess, breathe, AND let go without hurting. That is a lot of hard jobs for one small strip. 

Elsie swung open an old first-aid cabinet. Seven glowing drawers. "Open all seven, and you'll understand it."



Seven drawers. I'm IN.



SIRI'S SECRET NOTEBOOK • THE SEVEN DRAWERS



1 THE WALL — what IS skin, and what's a cut?



2 THE REPAIR CREW — how do I heal myself?



3 THE GRIP — sticks, then lets go?



4 THE THIRSTY PAD — soaks up, no ripping?



5 THE CLEAN — zero germs?!



6 THE BALANCE — moist but breathing?



7 THE HANDS — who makes it... and WHY?

Let's GO 

DRAWER ONE • THE LIVING WALL

3a What skin really is

Drawer one. Elsie shrank them down onto the back of Siri's own hand. A landscape of soft layers.



We're standing on my own SKIN!

"The top is a wall of tough tiles. It keeps germs out and your water in — every second."

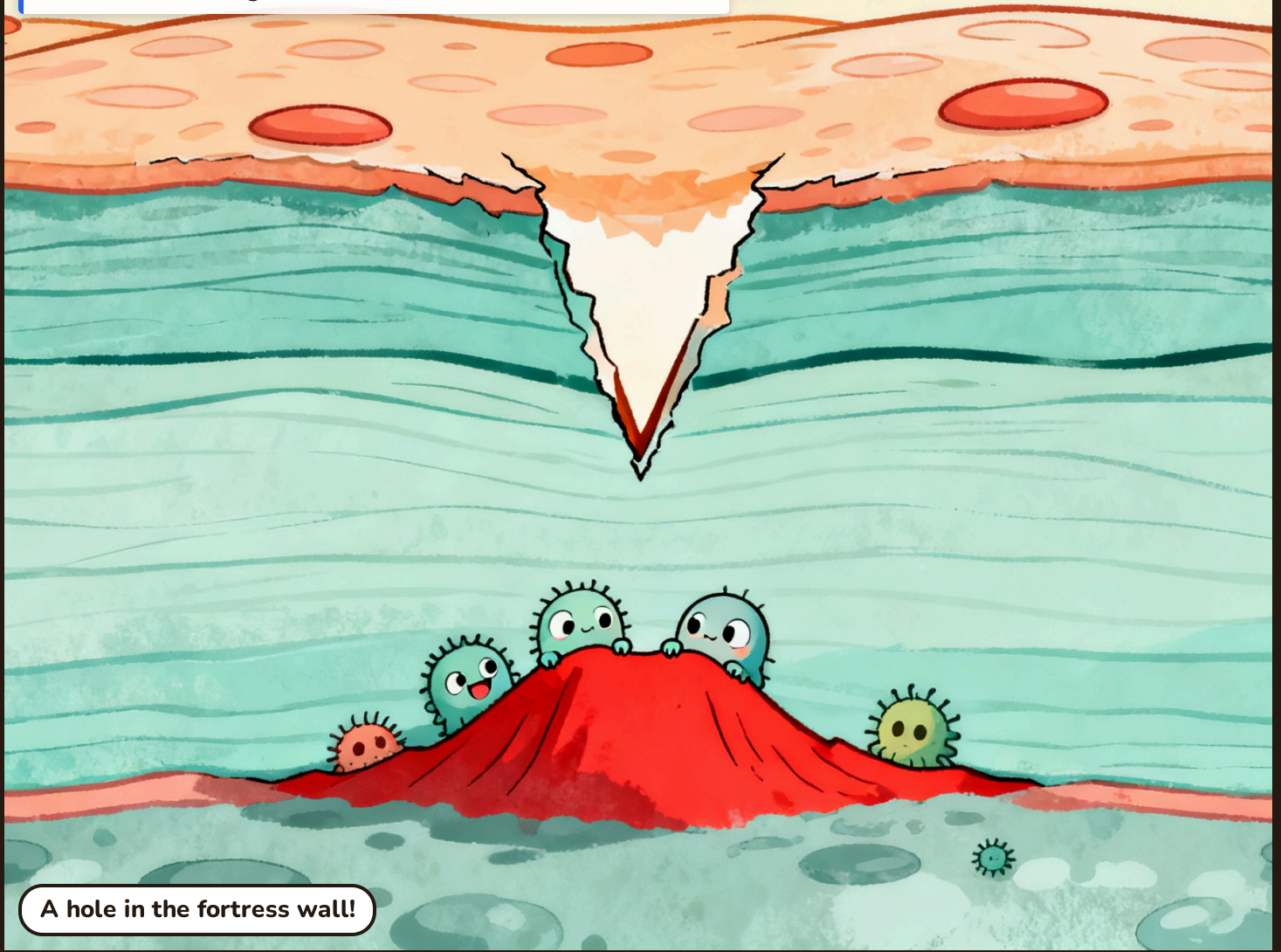


My skin is a FORTRESS?!

★ WORTH REMEMBERING

Your outer skin is a **barrier**: dead, tough cells packed tight like roof shingles. It fends off the whole world without you ever noticing. You are wrapped, head to toe, in living armour. 🧱

Then a scrape tore the tiles open. A little red valley. Germs crowded at the edge.



A hole in the fortress wall!

★ WORTH REMEMBERING

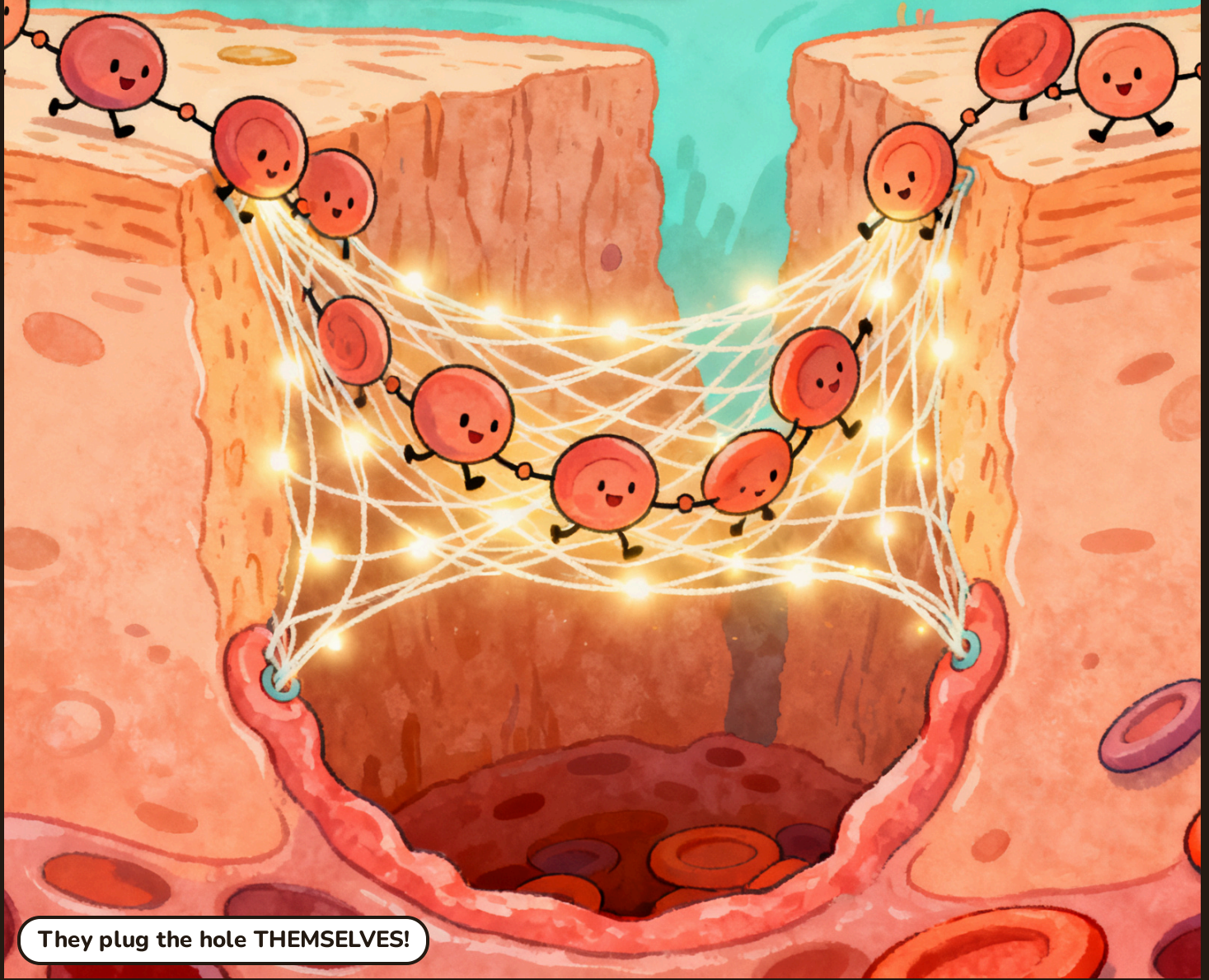
A cut is simply a **gap in the wall**. Nothing more, nothing less. And on the far side of that gap, tiny germs are always waiting for an open door. That gap is the whole reason a bandage exists. 🧻

📖 SIRI'S SECRET NOTEBOOK • DRAWER 1 UNLOCKED

Skin = a living wall of tough tiles. 🧱 Keeps germs out, water in, all day. A cut = a gap in the wall, with germs waiting outside. Now... how does the wall fix itself? 🔧

DRAWER TWO • THE REPAIR CREW

Drawer two. The moment Siri's skin tore, a rescue crew rushed in. Tiny platelets, linking arms.



They plug the hole **THEMSELVES!**

★ WORTH REMEMBERING

Bleed, and **platelets** race to the gap, stick together and weave threads into a net. The net traps blood and seals the leak in minutes. Your body carries its own emergency team, always on call. 🚑

The net dried into a cosy scab. Underneath, a whole building site got to work.



The scab is a little ROOF!

Fresh skin cells crawled across the gap, holding hands, rebuilding the wall from the edges in.



So the bandage doesn't heal me?

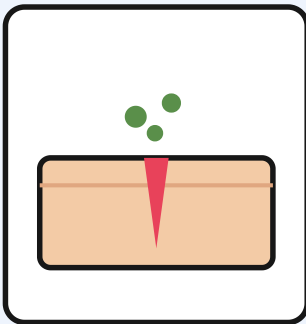
YOU heal you. It only helps.

★ WORTH REMEMBERING

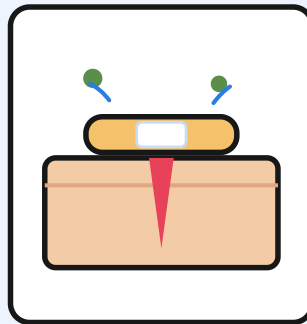
Here's the secret nobody tells you: a bandage does NOT do the healing. Your body does — clot, scab, new skin, all by itself. The bandage only makes that hard job **safer and faster**. 🧡



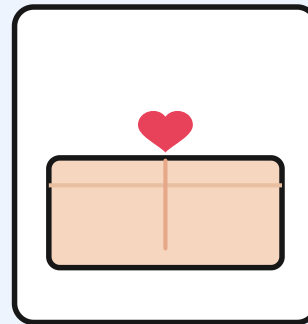
HOW A BANDAGE HELPS A CUT HEAL



A CUT OPENS
germs reach in



SEALED SHUT
clean and moist



NEW SKIN
the gap closes



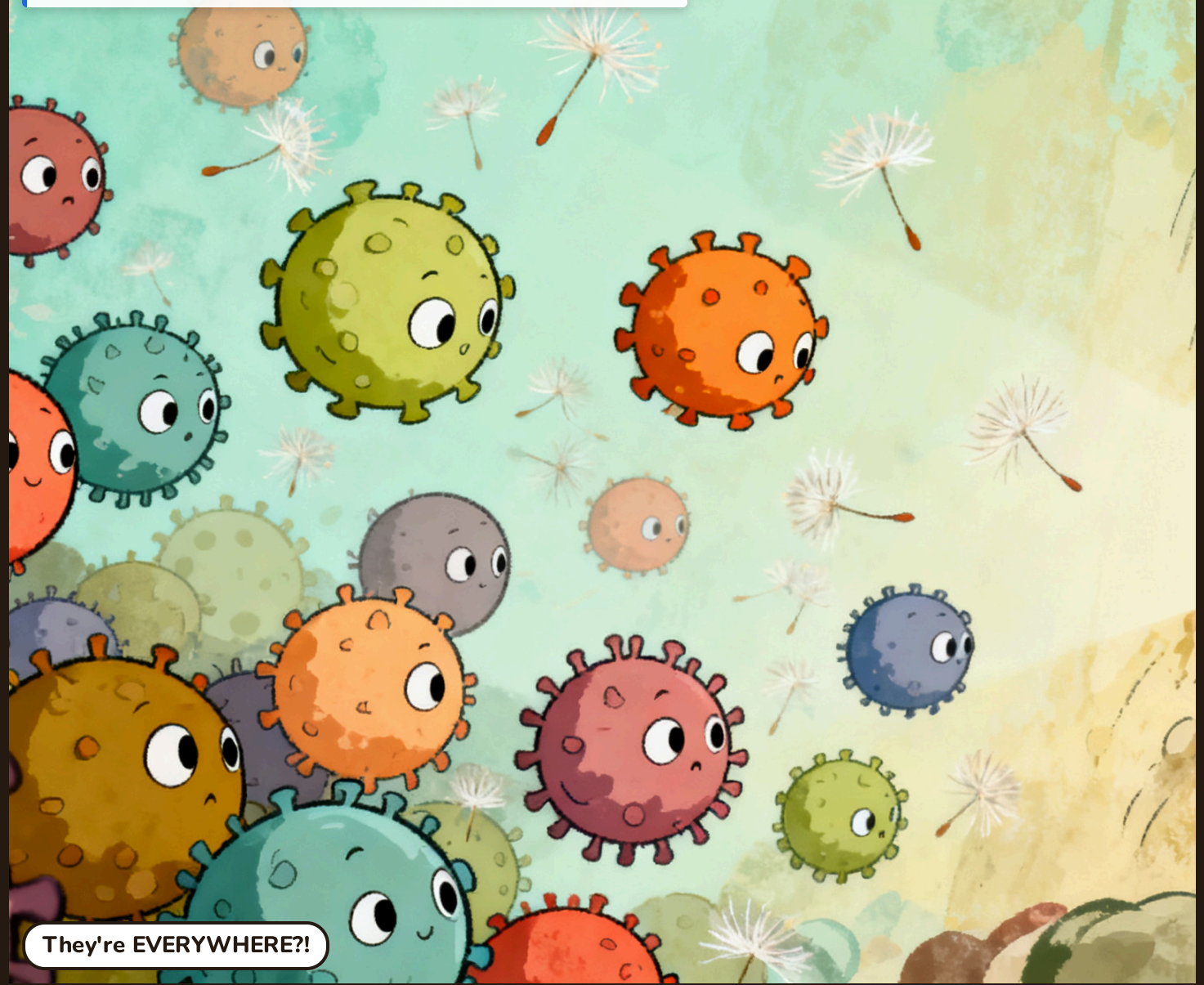
SIRI'S SECRET NOTEBOOK · DRAWER 2 UNLOCKED

Bleed → platelets weave a net → scab (a little roof) → new skin crawls across the gap. 🚑 The BODY heals. The bandage is just a good helper.



THE RACE AGAINST GERMS

“So why cover it at all?” Elsie waved a hand — the air filled with drifting cartoon germs.

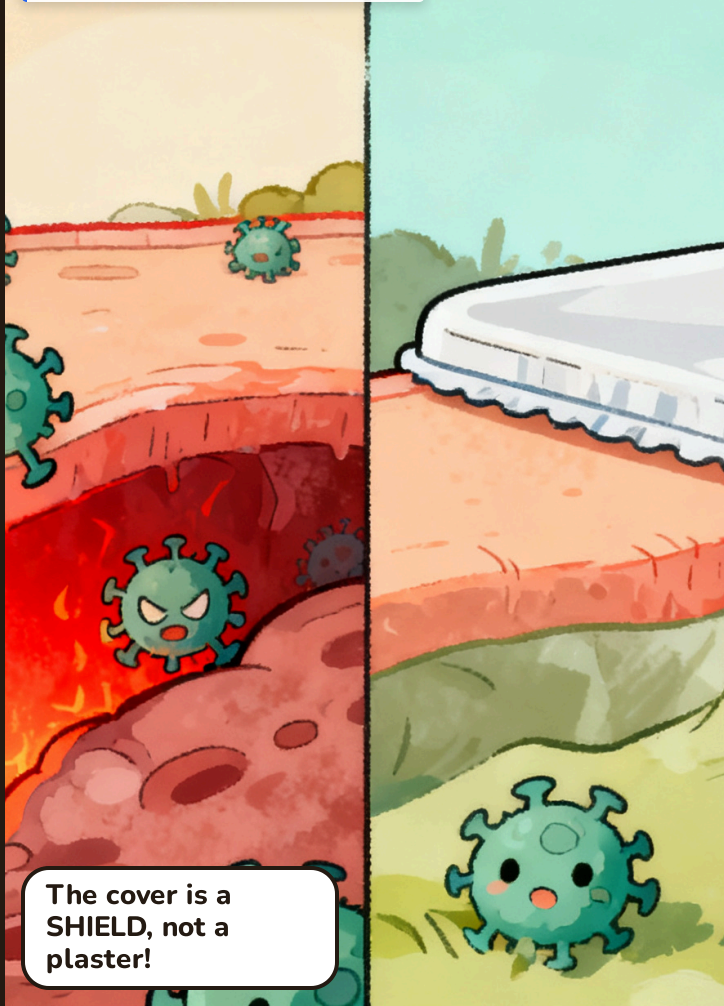


They're EVERYWHERE?!

★ WORTH REMEMBERING

Germs are everywhere — on hands, on dirt, in the air. Most are harmless. But let the wrong ones into an open cut and they multiply, and a small scrape can turn into a big problem. That is **infection**. 🦠

Two cuts appeared. One open, germs pouring in, angry red. One covered, calm and clean.



The cover is a **SHIELD**, not a plaster!

"A bandage's first job isn't the healing. It's guarding the gap while YOU do the healing."



Buy the body time and quiet!

Exactly. A bodyguard for a wound.

★ WORTH REMEMBERING

This one idea built an entire company: keep the wound **clean** and the body will handle the rest. Simple to say, life-or-death to get right, every single time. 🛡️

📖 SIRI'S SECRET NOTEBOOK

Germs are everywhere; a few are trouble. In an open cut they multiply → infection. 🦠
The bandage = a **SHIELD** that guards the gap while my body heals. Its first job is **CLEAN**, not cure. 🛡️

DRAWER THREE • THE GRIP THAT LETS GO

Drawer three. Elsie pressed a strip onto Siri's arm. "Press it — and the glue sinks in."

Up close, her skin was a landscape of tiny hills and valleys. The soft glue flowed into every dip.

It grabbed on the SECOND I pushed!

It hugs bumps I can't even SEE!

★ WORTH REMEMBERING

The stickiness is a **pressure-sensitive glue**: a soft, slow-flowing goo. Press, and it oozes into skin's microscopic grooves and grips. No water, no heat — just a gentle push. 🤝

Then she peeled it. It let go cleanly, no ouch, no torn skin.



How does it hold tight AND come off easy?

★ WORTH REMEMBERING

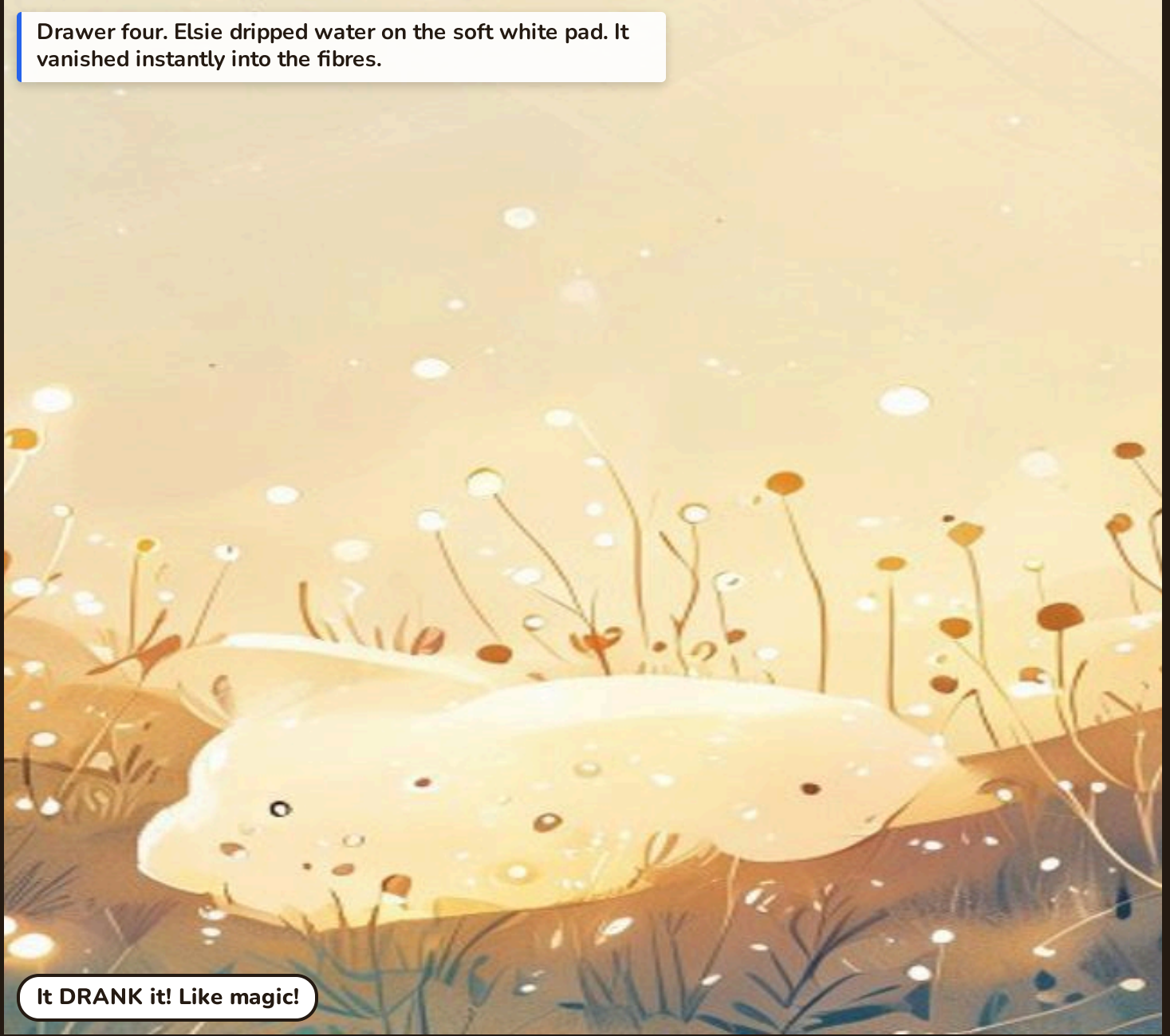
Here's the clever trick: the glue is strong enough to hold through a shower, but weak enough to peel without hurting. Grip firmly, release gently — a balance chemists spent decades perfecting. 🎯

📖 SIRI'S SECRET NOTEBOOK • DRAWER 3 UNLOCKED

Pressure-sensitive glue = soft goo that sinks into skin's tiny grooves when you PRESS. 🙌
Holds through a shower, peels off without an ouch. Grip firm, release gentle. 🎯

DRAWER FOUR • THE THIRSTY PAD

Drawer four. Elsie dripped water on the soft white pad. It vanished instantly into the fibres.



It DRANK it! Like magic!

★ WORTH REMEMBERING

The pad is a maze of thirsty fibres. Liquid climbs into the gaps all by itself — the same trick that lets a paper towel soak up a spill. Scientists call it **capillary action**. 💧

Up close, one droplet climbed the threads and spread out sideways, keeping the wound dry.



The threads DRINK upward?!

"But here's the kindest part." A thin shiny film with tiny holes covered the pad.



Why cover the soft pad?

So new skin won't stick — and rip when you peel.

★ WORTH REMEMBERING

Early bandages had a cruel flaw: the pad glued itself to the healing skin, tearing the wound open again at removal. A thin **non-stick film** — holes to drink through, smooth face to release — quietly fixed that forever. 

 SIRI'S SECRET NOTEBOOK · DRAWER 4 UNLOCKED

Pad = thirsty fibres; liquid climbs in by itself (capillary action, like a paper towel).  A holey non-stick film covers it → drinks the mess, but new skin won't rip off. Ouch-proof! 

DRAWER FIVE • THE SPOTLESS SECRET

Drawer five glowed brightest. Sealed bandages glided under a soft beam of light.

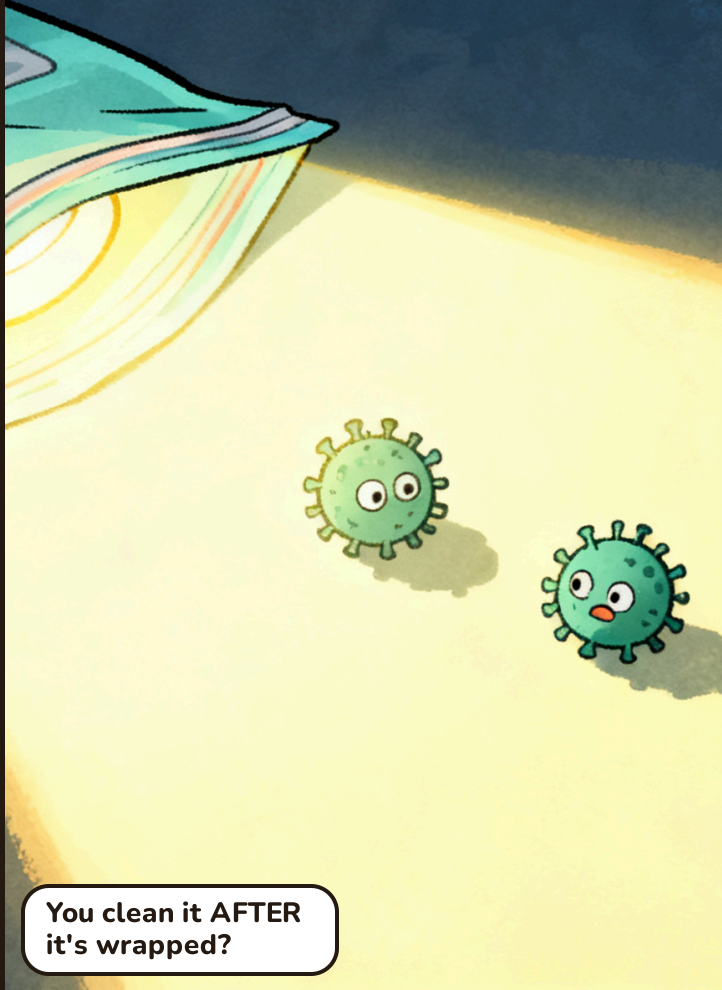


What's the beam DOING?

★ WORTH REMEMBERING

A dirty bandage is worse than none — it presses germs straight into the cut. So before sealing, every single one is made **sterile**: not one living germ left anywhere on it. 🧼

"The beam quietly switches off any germ inside the sealed packet, like lamps going dark."



You clean it **AFTER** it's wrapped?

"And the wrapper keeps it perfectly clean — until the second you tear it open."



So **THAT'S** why you don't touch the pad!

★ WORTH REMEMBERING

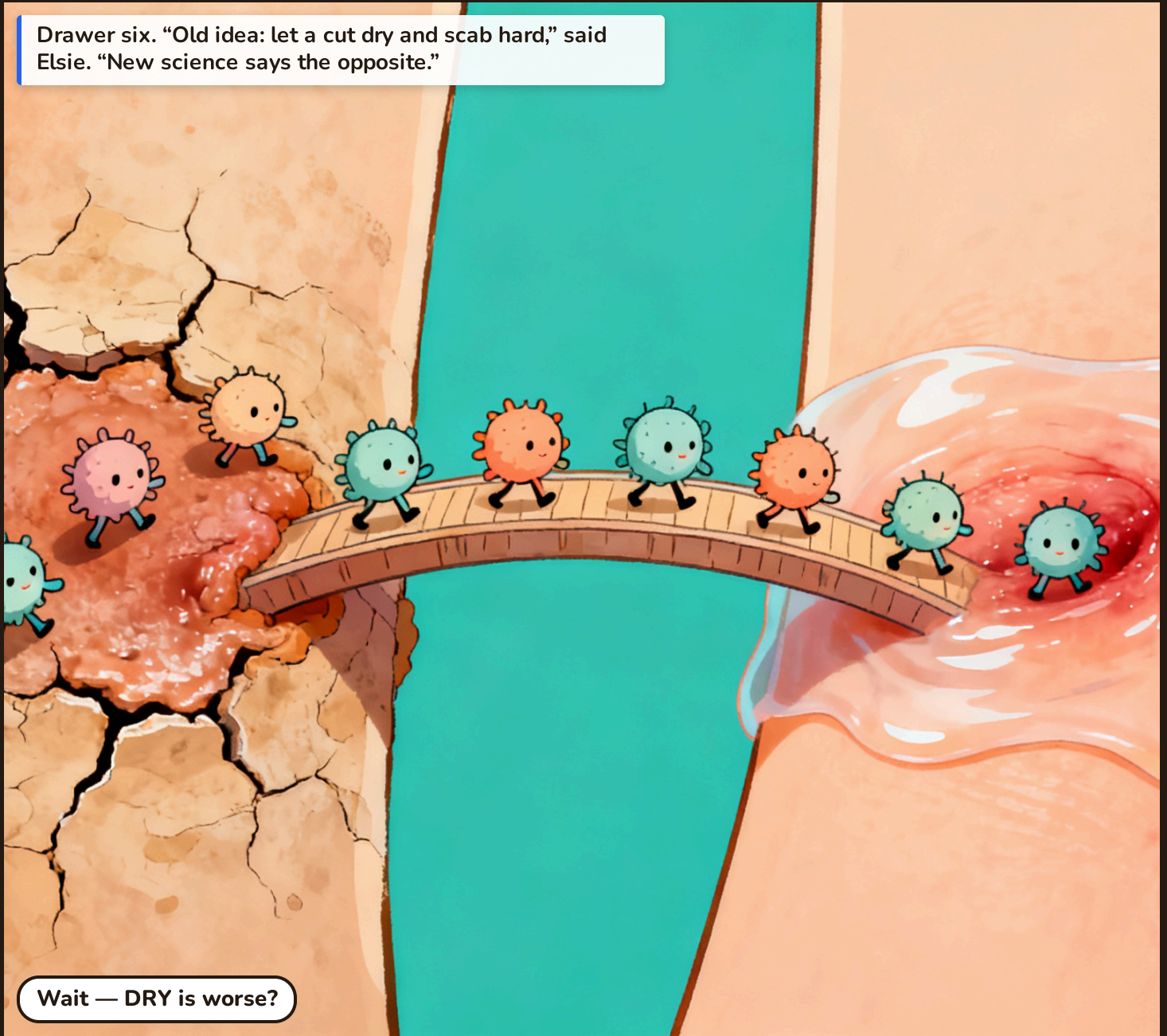
This was the company's very first idea, long before the bandage: sterile dressings you can trust. 'Usually clean' is not good enough when it touches an open wound. The rule is 'never once dirty'. 🛡️

📖 SIRI'S SECRET NOTEBOOK · DRAWER 5 UNLOCKED

A dirty bandage is **WORSE** than none. So each is made sterile — zero germs — then sealed. 🍷 The beam cleans it inside the wrapper; the wrapper guards it till you open it. Never touch the pad! 🛡️

DRAWER SIX • THE WARM BALANCE

Drawer six. “Old idea: let a cut dry and scab hard,” said Elsie. “New science says the opposite.”

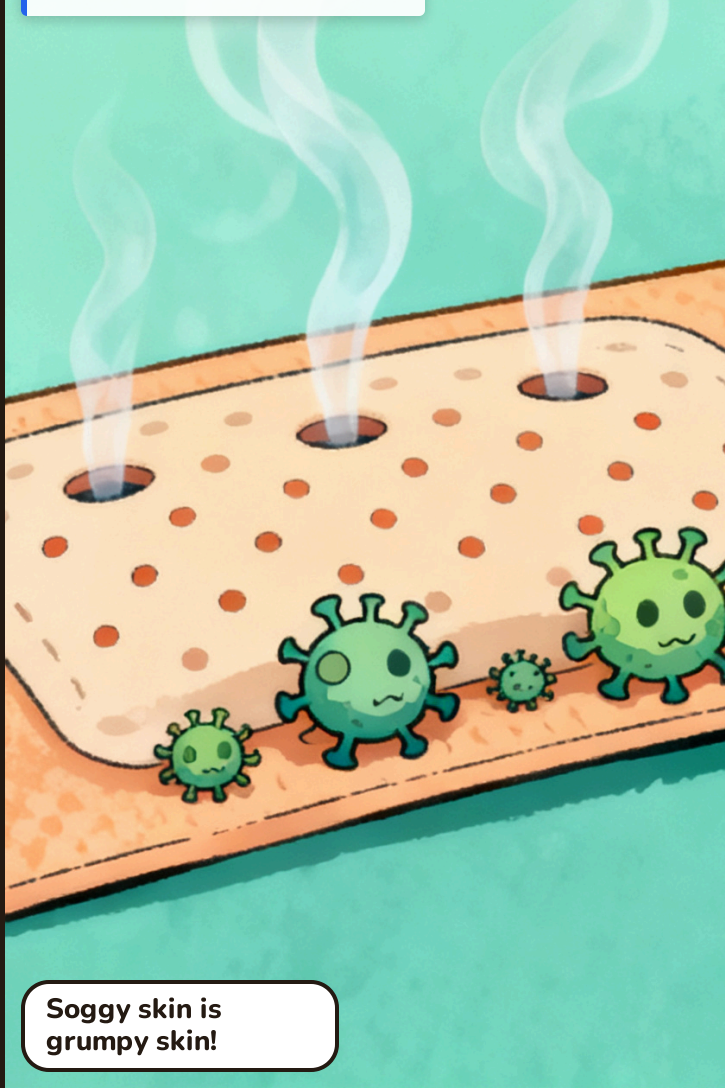


Wait — DRY is worse?

★ WORTH REMEMBERING

New skin cells cross a wound by **crawling**. Over a hard dry scab they must struggle uphill. Under a soft moist cover they stroll across a gentle bridge — and heal faster, with less scar. 🌱

"But a wound mustn't drown either. So a good bandage lets water vapour BREATHE out."



Soggy skin is grumpy skin!

Up close, the backing had rows of tiny holes. Vapour slipped out; germs stayed shut out.



Holes too small for germs — but big enough for AIR!

★ WORTH REMEMBERING

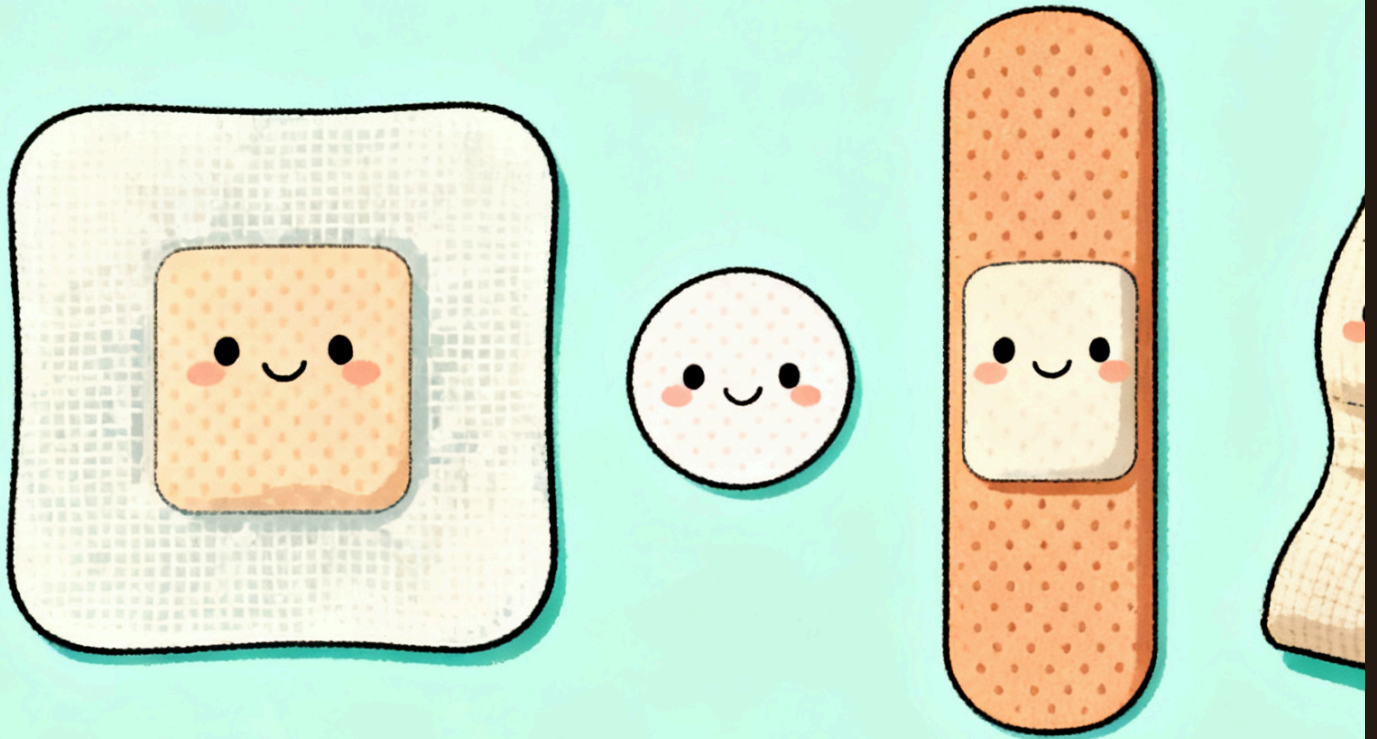
It's a delicate balance: moist enough for cells to travel, breathable enough that skin doesn't soften and rot. Tiny air holes — too small for a germ, big enough for vapour — solve both at once. 🧫

📖 SIRI'S SECRET NOTEBOOK • DRAWER 6 UNLOCKED

Dry hard scab = SLOW (cells climb). Moist cover = FAST (cells stroll), less scar. 🌱 But it must breathe: tiny holes let vapour out, keep germs out. Both problems, one trick. 🧫

THE SHAPES OF CARE

Elsie laid out a whole family. Fingertip strips. Big gauze squares. Round spots. Knuckle wraps.

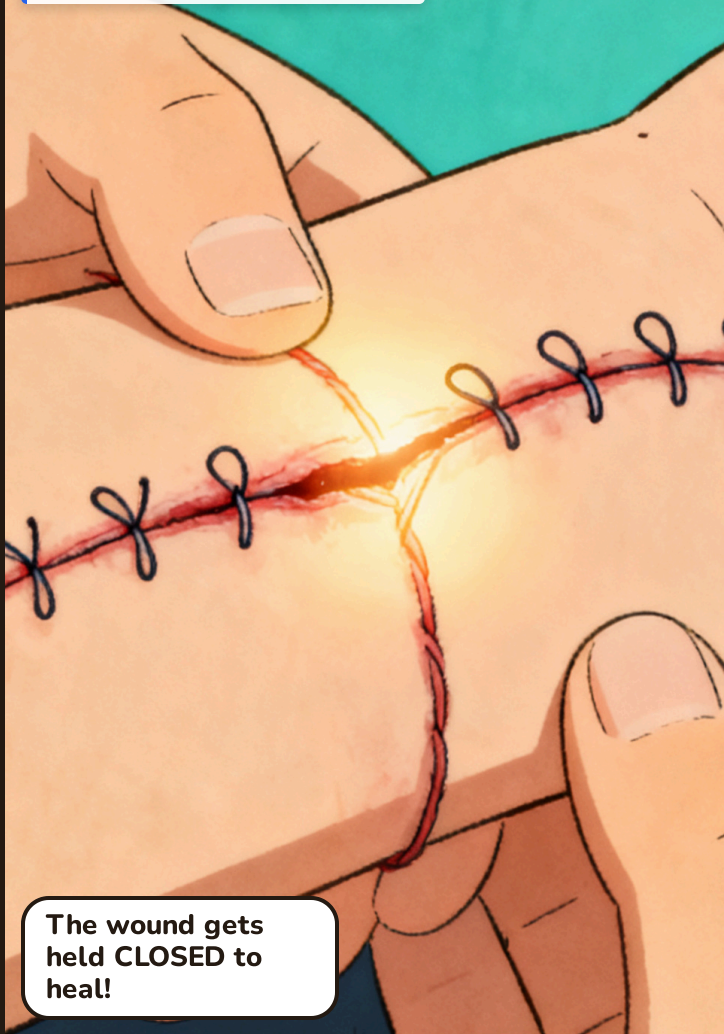


One bandage for every kind of OUCH!

★ WORTH REMEMBERING

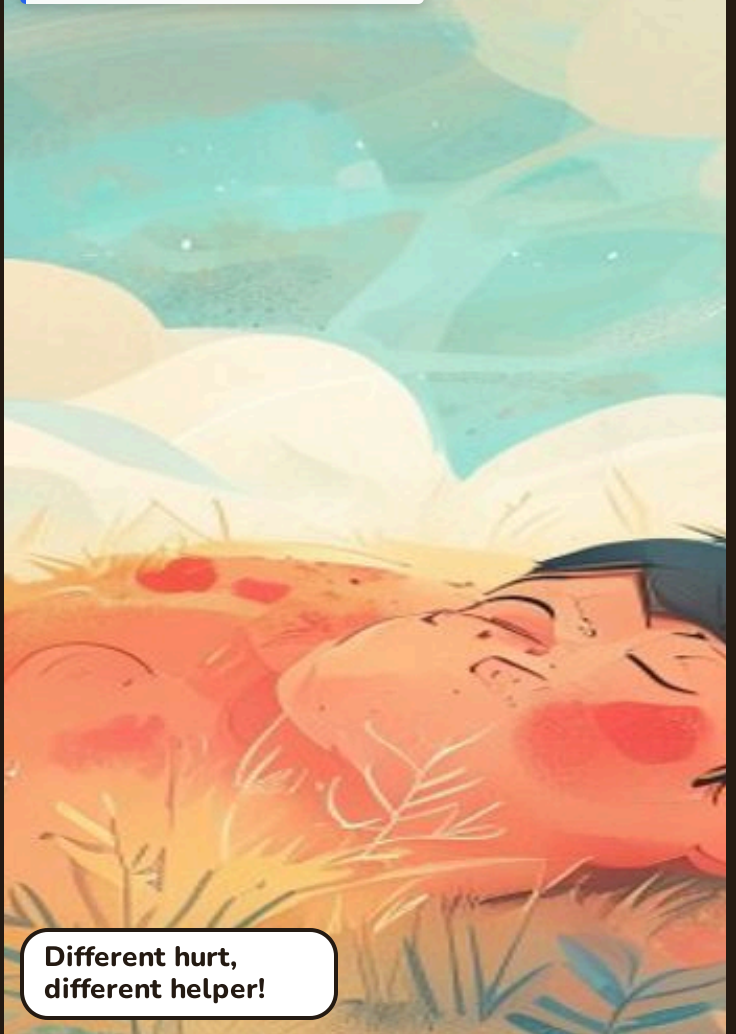
There is no single bandage, because there is no single wound. A knuckle bends; a fingertip gets bumped; a graze is wide and shallow. Each shape is quietly designed for one job the others can't do. 🌱

“For a deep cut, threads called stitches gently hold the two edges together while they knit.”



The wound gets held **CLOSED** to heal!

“For a burn, a cool gel dressing calms the heat and keeps it moist while skin rebuilds.”



Different hurt,
different helper!

★ WORTH REMEMBERING

From a paper cut to an operating room, it's the same simple promise in a hundred shapes: guard the gap, keep it clean, let the body heal. A whole forest of products grown from one small idea. 🌳

📖 SIRI'S SECRET NOTEBOOK

No single wound → no single bandage. Fingertip, knuckle, graze, deep cut (stitches!), burn (cool gel). 🌿 One idea, a hundred shapes: guard the gap, keep it clean. A whole FOREST. 🌳

DRAWER SEVEN • A THOUSAND CAREFUL HANDS

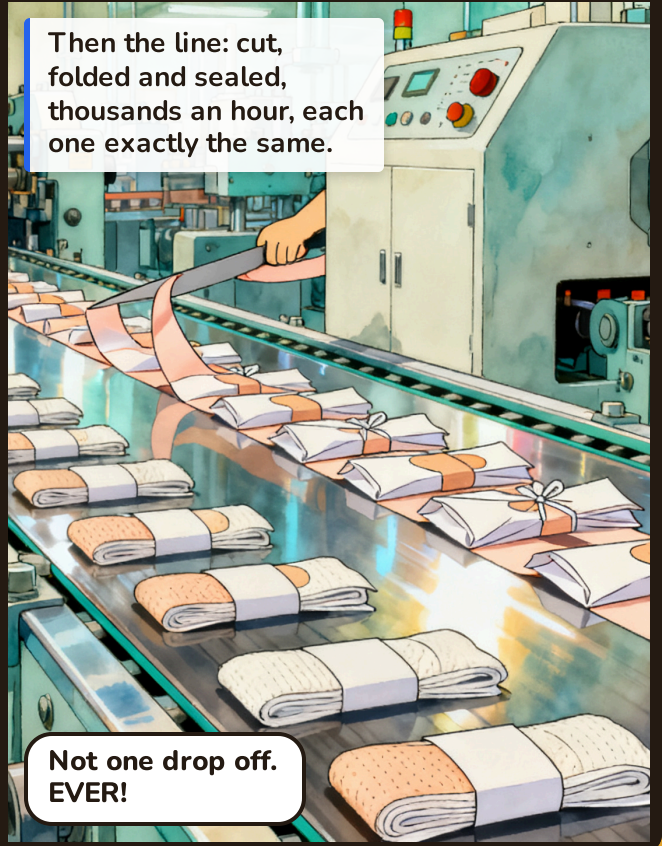


The seventh drawer glowed brightest of all. "This one isn't science," said Elsie. "It's people."



It starts at the loom: gentle machines weaving soft gauze from fine cotton threads.

Every bandage starts as a **THREAD.**



Then the line: cut, folded and sealed, thousands an hour, each one exactly the same.

The last drawer is **PEOPLE?**

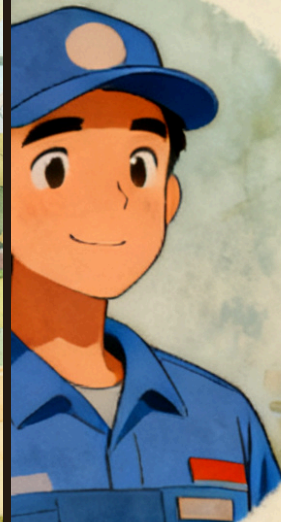
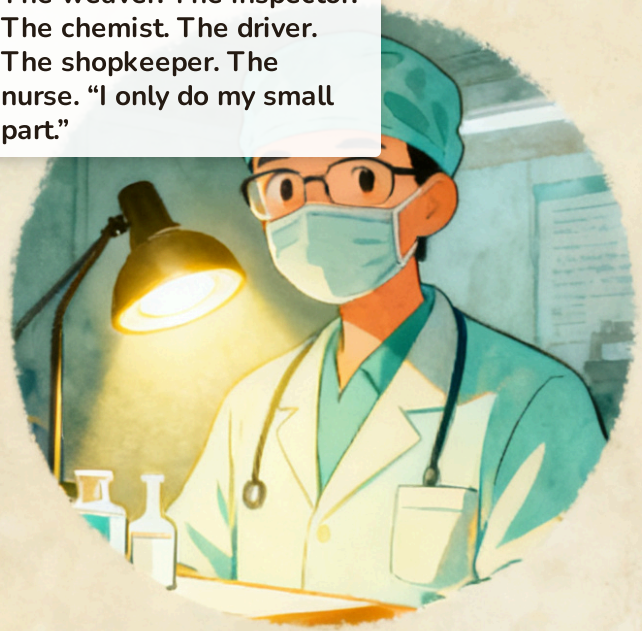
Not one drop off. **EVER!**

Then the long road: trucks,
shops, drawers, and a
scraped knee on a
playground far away.



The whole planet,
one first-aid tin!

The weaver. The inspector.
The chemist. The driver.
The shopkeeper. The
nurse. "I only do my small
part."



But nobody does
the **WHOLE** thing?!



★ WORTH REMEMBERING

Sit with that: **no single person can put a clean bandage on a child's knee in a faraway town.** Each masters one sliver — thread, glue, sterility, delivery, kindness — and one company conducts a thousand slivers into one tiny strip. The conducting is the real invention. 🎵

Siri traced the threads of care all the way back to one American river town.



Seven drawers open... time to meet the CONDUCTOR.

 SIRI'S SECRET NOTEBOOK · DRAWER 7, PART ONE

Weaver → inspector → chemist → driver → shopkeeper → nurse → a knee on a playground. 🧵 Nobody knows the whole recipe. So the real question: WHO'S THE CONDUCTOR? ...I'm about to find out. 🎵

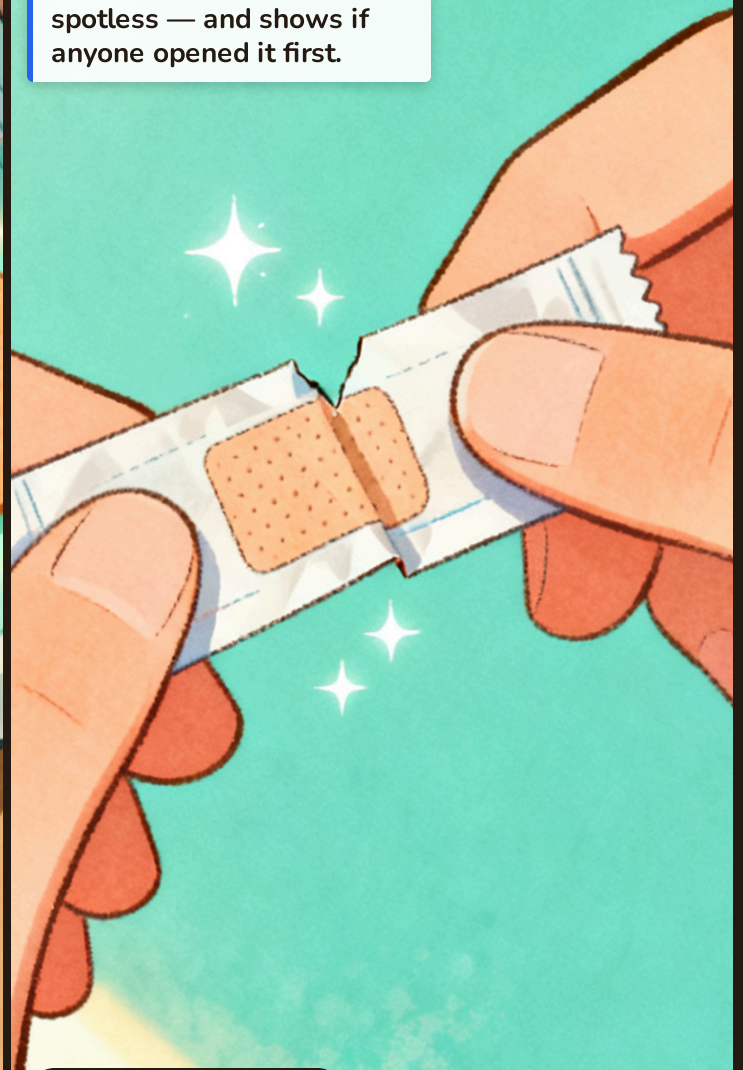
THE WRAPPER THAT GUARDS

Before the conductor, Elsie held up the humble wrapper. "This little paper does a big job."



It's just packaging... isn't it?

Twist, seal, tear. A wrapper that keeps a bandage spotless — and shows if anyone opened it first.

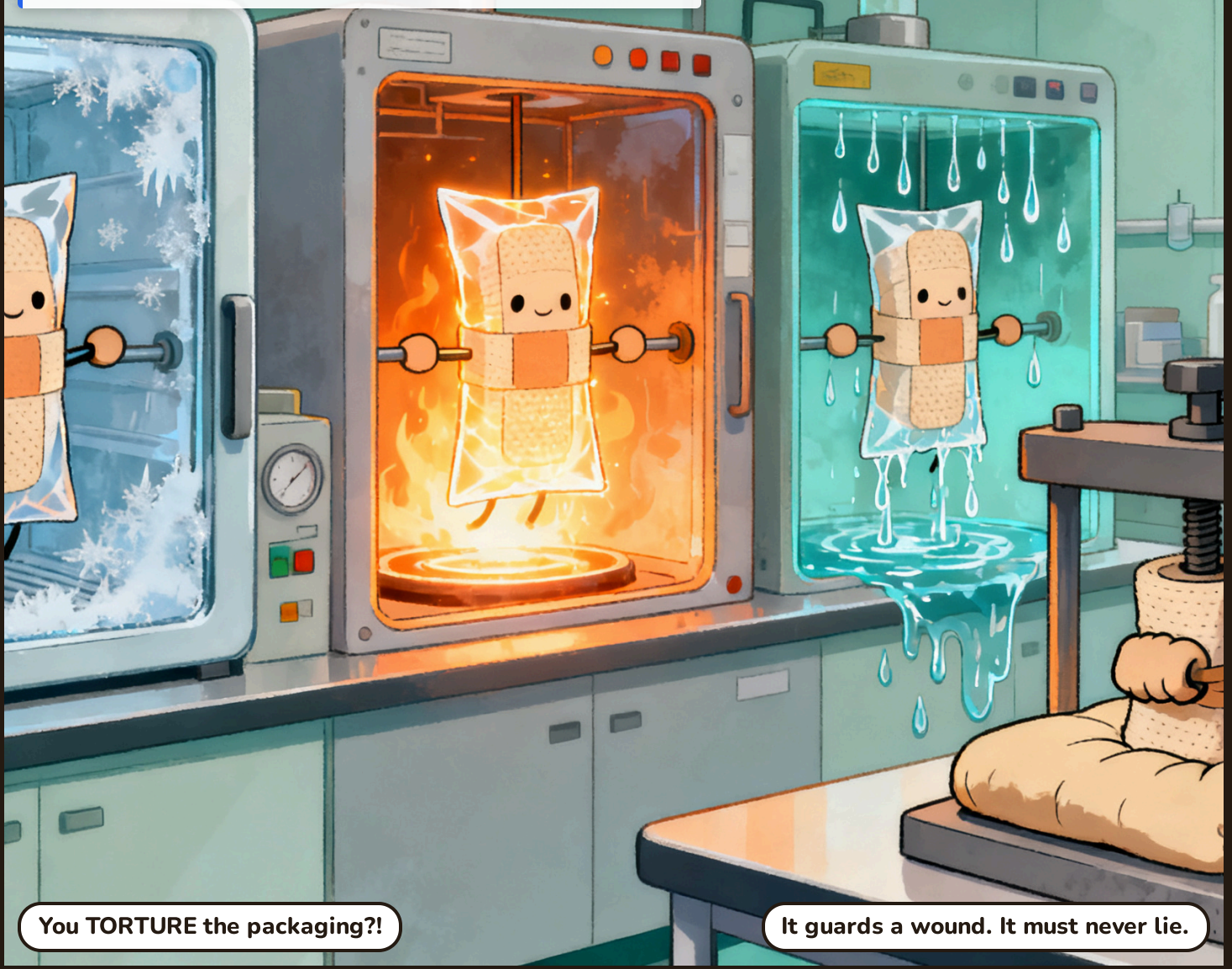


So I can SEE it's never been touched!

★ WORTH REMEMBERING

A sealed wrapper isn't decoration — it's the promise made visible. If the seal is broken, you know. Once, a poison scare taught the whole world this lesson, and safety seals were born. 🗝️

Next door: the torture room. Wrappers frozen, baked, soaked, crushed. It must never fail quietly.



★ WORTH REMEMBERING

Here's the business seed hiding in the paper: a family that trusts a brand with a child's cut does not switch on a whim. Reliability, proven test after test, is worth more than any advertisement. First castle wall. 🏰

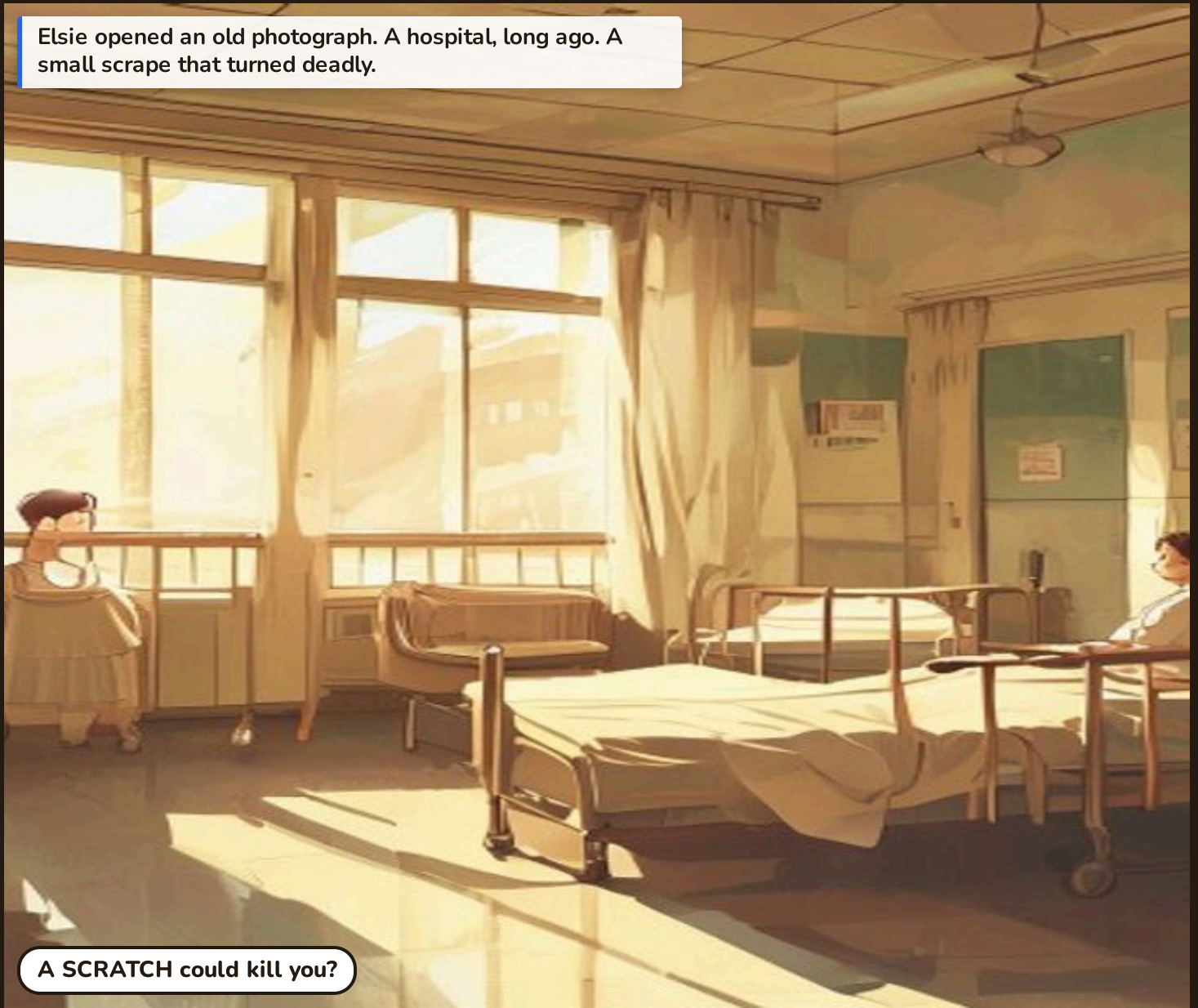
📖 SIRI'S SECRET NOTEBOOK

The wrapper = the promise made visible. Sealed = clean; broken seal = you KNOW. 🔒
They torture-test it for months. Reliability you can feel. Filing under 'castle walls'. 🏰

WHY THE WORLD SAYS YES

13a Siri's question flips

Elsie opened an old photograph. A hospital, long ago. A small scrape that turned deadly.



A SCRATCH could kill you?

★ WORTH REMEMBERING

Before clean dressings, a simple cut could grow infected and take a life. Doctors didn't know why. When sterile bandaging arrived, wounds that once killed became wounds that simply healed. 🧡

Then today: a kid slapping a bandage on a scraped elbow and running back to the game. Utterly ordinary.



Ordinary IS the miracle!

"Now count," said Elsie. Millions of scrapes. Every single day. All over the Earth.



Every day.
FOREVER?

★ WORTH REMEMBERING

Warren's old riddle fits perfectly: **price is what you pay, value is what you get**. A bandage costs pennies; a child running back to play is priceless. When value towers over price, people don't feel sold to — they feel grateful. 🧡

📖 SIRI'S SECRET NOTEBOOK

My question flipped: not 'how does it work' → 'WHY spend billions building it?' Answer #1: a scratch used to kill. Now it's just a bandage and back to the game. Value >> price.



THE RIVER OF REFILLS

"A fancy gadget is a one-time buy," said Elsie. "A bandage is a habit. Every scrape, for a lifetime."



It never **STOPS** being needed.

Empty tin, new box. In a billion homes, the same quiet refill, over and over.

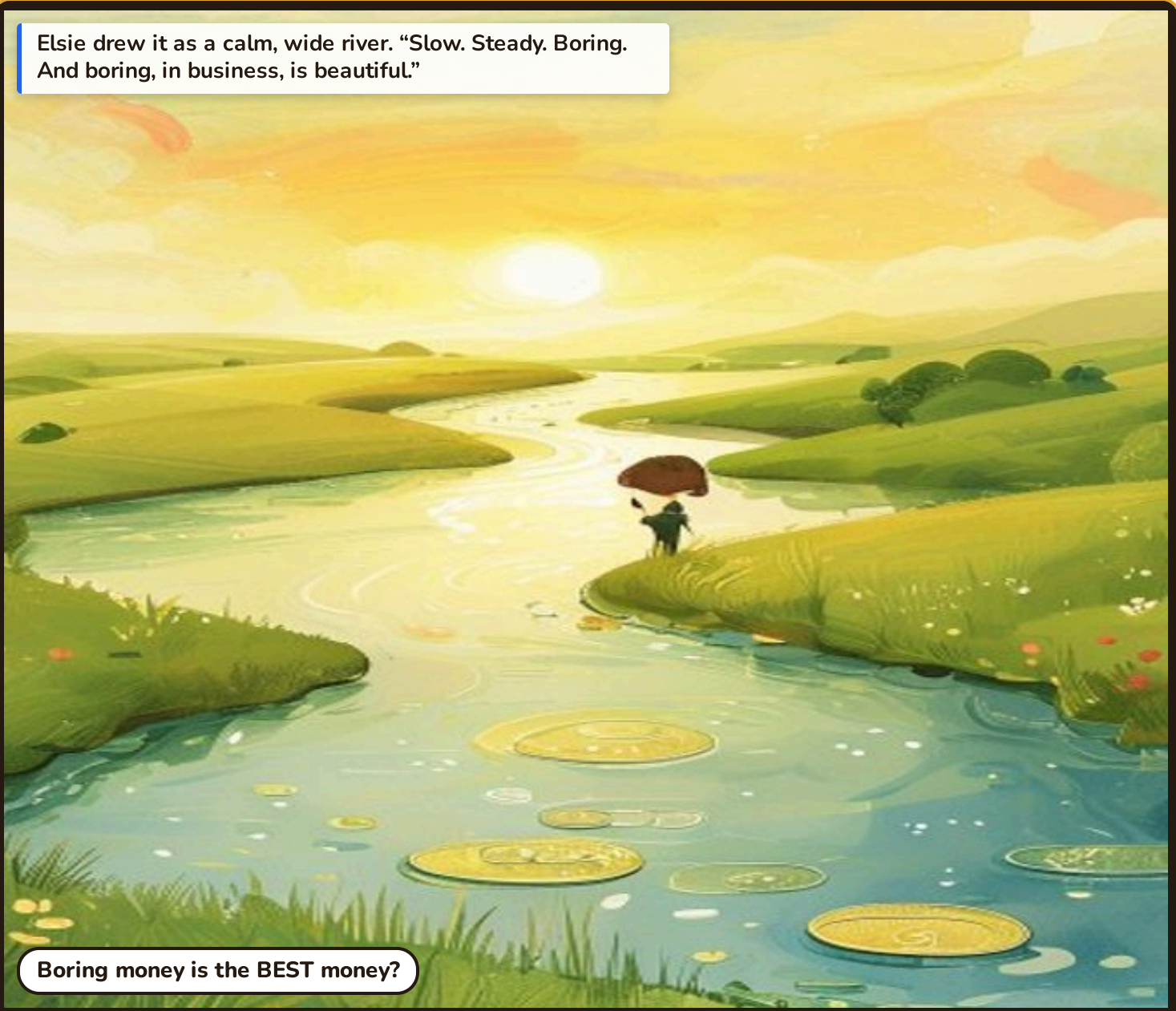


One little strip at a time!

★ WORTH REMEMBERING

Business people love products people buy again and again without thinking. Not one big exciting sale — a steady stream, forever. It is the difference between a firework and a fireplace. 🔥

Elsie drew it as a calm, wide river. "Slow. Steady. Boring. And boring, in business, is beautiful."



Boring money is the BEST money?

★ WORTH REMEMBERING

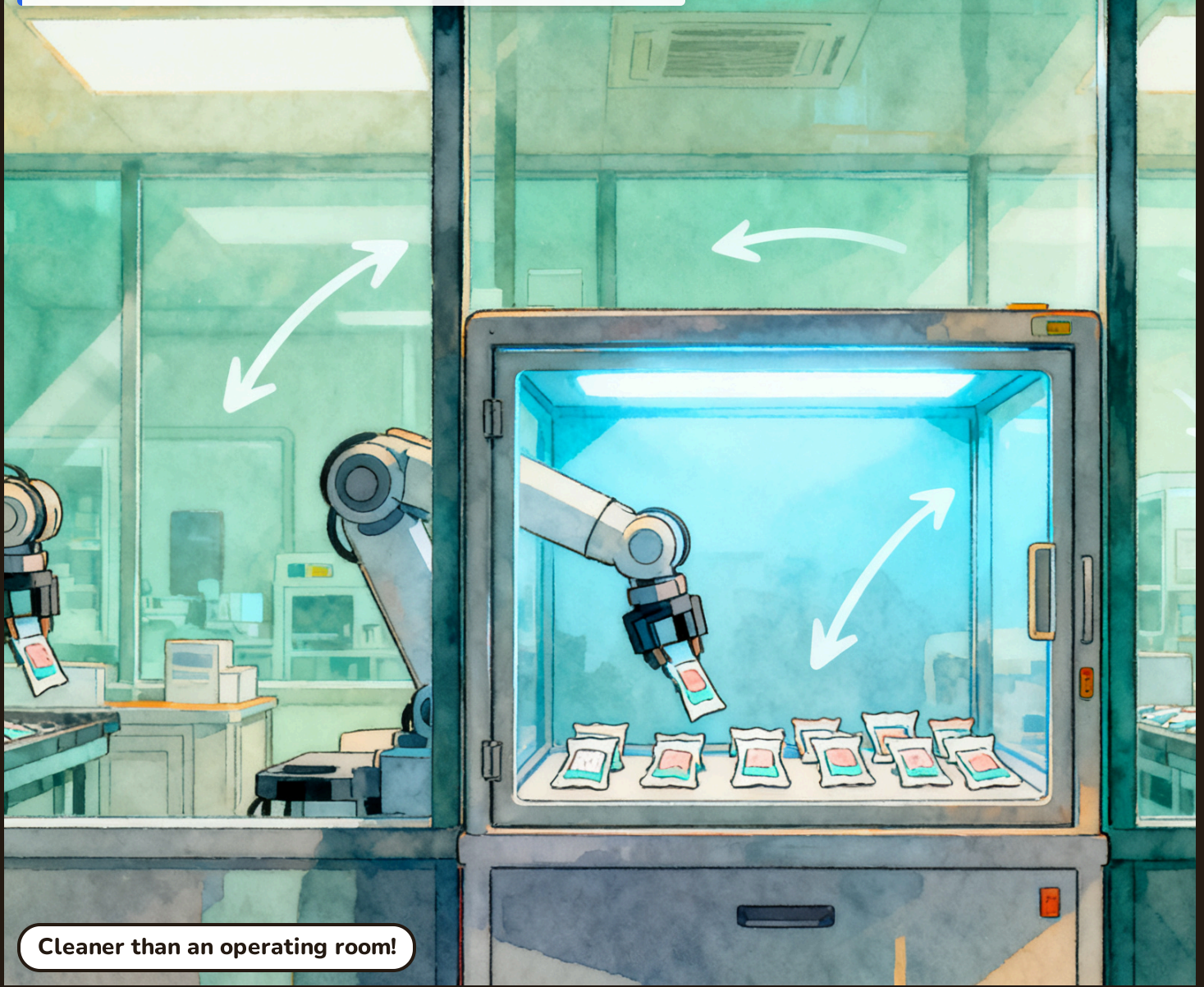
Warren loves rivers like this: not a lottery win, but a stream that flows a little every single day for decades. Predictable beats exciting. A business you can count on is rarer than a flashy one. 🌿

📖 SIRI'S SECRET NOTEBOOK

Answer #2: it's a HABIT, not a gadget — bought again and again, forever. A billion quiet refills. 🩹 Slow, steady, boring... and beautiful. A fireplace, not a firework. 🔥

THE PRICE OF TRUST

In the sterile hall the air flowed one way and nobody touched anything. Robots, light, silence.



Cleaner than an operating room!

★ WORTH REMEMBERING

It has to be. This touches open wounds and goes inside hospitals. One stray germ in one batch could harm thousands, so the rule isn't 'usually clean' — it's 'never once dirty'. 🧼

On the wall: years of testing and stamps before any new medicine may go near a person.



So SLOW?

Slow is how you earn a life-and-death promise.

Elsie tapped a plain little mark on the box. "A worried parent sees this and stops worrying."



A mark that means 'relax'!

★ WORTH REMEMBERING

That calm is a **brand**: a promise kept so many times it became a shortcut in people's minds. You cannot buy it with advertisements — only earn it, batch after batch, for a century. Slowest thing to build, fastest to lose. 🙏

📖 SIRI'S SECRET NOTEBOOK

Answer #3: TRUST. Sterile air, years of testing, stamps, re-checks. The mark on the box means 'relax, it's safe.' Value → River → Trust. Now... WHO built all this? 🗺️

THE COMPANY ON THE RIVER

The compass dragged her across a green lawn to a stately red-brick campus beside a calm river.



JOHNSON & JOHNSON! The bandage makers!

"It starts in 1886. A surgeon named Lister had shocked the world: invisible germs cause infection."



Germs you can't even SEE!

★ WORTH REMEMBERING

Most doctors didn't believe it yet. But three brothers in New Jersey did. They built a company to make the world's first mass-produced **sterile dressings** — clean gauze, sealed in packets. It saved countless lives. 🌍

"Three Johnson brothers, one river town, one stubborn idea: a bandage you can absolutely trust."



They bet everything on CLEAN!

"Then, 1920. An employee, Earle Dickson, had a wife, Josephine, forever cutting herself cooking."



The gift from a worried husband!

★ WORTH REMEMBERING

Freeze here: **no castle starts as a castle**. Earle stuck squares of gauze onto sticky tape so Josephine could bandage herself one-handed. His boss saw it — and a kitchen fix for one wife became a product for the whole world. 🌱



SIRI'S SECRET NOTEBOOK · THE REVEAL

JOHNSON & JOHNSON. 1886, three brothers, sterile dressings (germs are REAL!) → 1920, a husband's kitchen fix for Josephine → the Band-Aid. 🇺🇸 The seed of it all: one word, TRUST. 🌱

ONE IDEA, MANY GIFTS

"From clean bandages grew a whole family: gentle baby powder, no-tears shampoo, soft first-aid."



Caring for the tiniest people too!

"And stitches that hold a deep wound shut, then quietly dissolve once the healing is done."



Thread that **VANISHES** when it's finished?

"In 1943 a leader carved the rule in bronze: patients and nurses first — profit comes last."

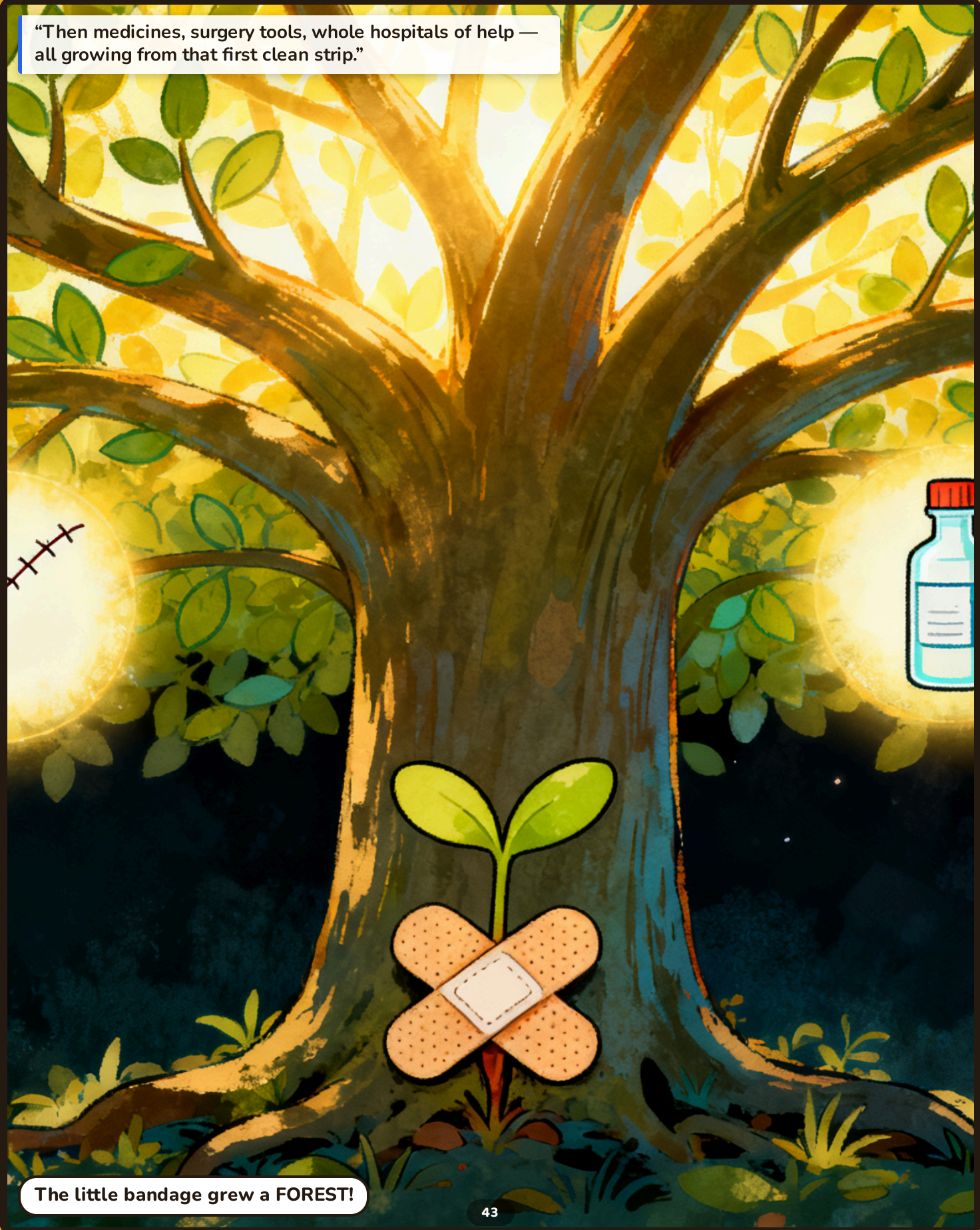


They wrote 'do right' into **STONE?**

★ WORTH REMEMBERING

That carved promise — the Credo — is a kind of wall of its own. When the rule is 'the patient before the profit,' hard choices get easier. Once, that rule cost a fortune in a safety recall — and earned trust no money could buy. 🍷

"Then medicines, surgery tools, whole hospitals of help —
all growing from that first clean strip."



The little bandage grew a FOREST!



THE STORY IN TIME

1886

Three Johnson brothers found the company in New Brunswick, New Jersey.

1888

They publish how to treat wounds without germs, and sell sterile dressings.

1894

Johnson's Baby Powder and home first-aid reach ordinary families.

1920

Earle Dickson invents the Band-Aid for his wife Josephine.

1921

The Band-Aid goes on sale. A slow start — then everywhere.

1943

Robert Wood Johnson II carves the Credo: patients and nurses first.

1961

Medicine arms join: from clean gauze to whole hospitals of help.

1982

A poison scare: the company recalls millions of bottles to protect people.

Today

Its bandages, medicines and care are trusted in nearly every country. 



SIRI'S SECRET NOTEBOOK

Bandage → baby care → dissolving stitches →
medicines → hospitals. 🌳 And in 1943 a rule
carved in bronze: PATIENTS FIRST, profit last. It
even cost them a fortune once — and won trust
forever. 💛

THE CASTLE BEHIND THE BANDAGE

A warm glow. A whiff of cherry cola. Warren and Charlie of Omaha, before a shining castle.

On the riverbank the two old friends let her lay out the walls, one by one.



So: what keeps invaders OUT, Siri?

Walls! I've collected them ALL BOOK!

Scarier than any school quiz!



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: A Name You Trust

People reach for the bandage they know without a second thought. That reflex, earned over a century, is worth more than any advertisement. (Grown-ups say: brand.)



Wall Two: A Promise Kept

Once, a poison scare struck. The company pulled millions of products to protect people — losing money, keeping trust. A promise like that takes a generation to copy.



Wall Three: Spotless, Every Time

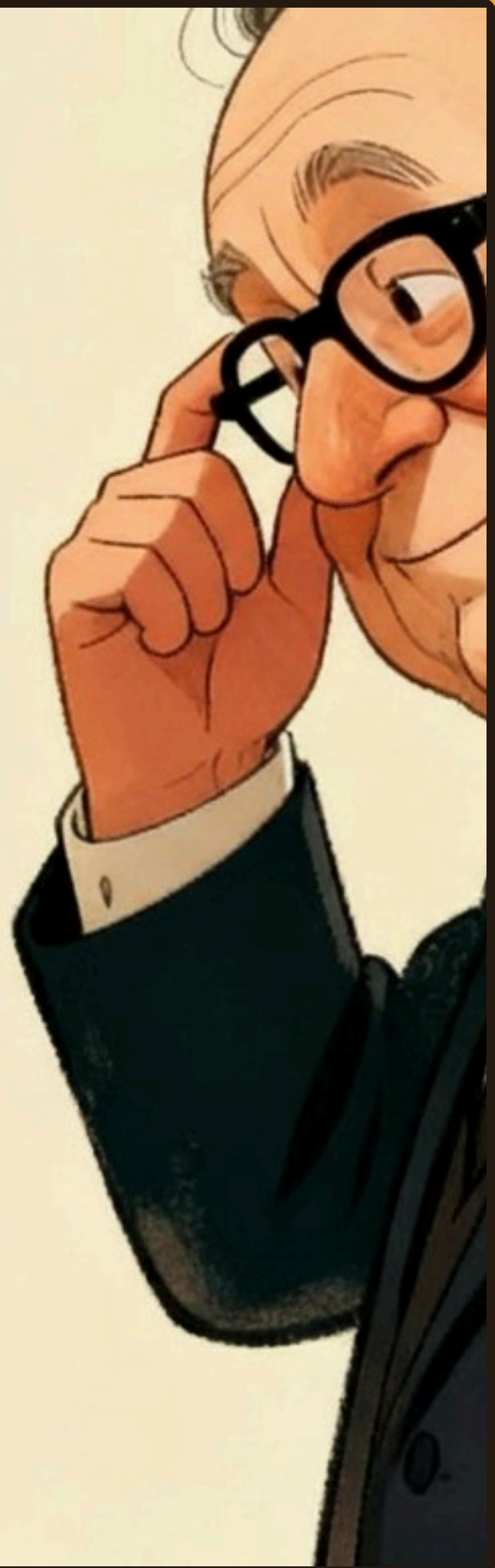
Making dressings and medicines truly sterile, batch after batch, is a craft learned over lifetimes. One slip breaks everything, so few dare compete.



Wall Four: A Whole Forest

Bandages, baby care, stitches, medicines — thousands of trusted products, not one. When one tree rests, the forest still stands.

Charlie tapped his glasses. "Don't ask how they WIN — ask what would DESTROY them. **Invert, always invert.**"



Find every way to lose... then avoid it!



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Crack One: The Copycats

When a bandage looks the same for a lower price, some shoppers stop paying for the trusted name.



Crack Two: The Sleepy Giant

A company with a thousand arms can grow slow and careless. Bigness can quietly become laziness.



Crack Three: One Bad Batch

A single careless mistake in something people trust with their health can bruise a century of goodwill overnight.



Crack Four: The Courtroom

A giant that touches billions of lives will face hard questions and lawsuits. Trust, once dented, is dearly expensive to repair.



★ WORTH REMEMBERING

Charlie's ruin-them checklist: let one careless batch break the trust, chase profit over safety, grow so big you stop caring, forget the promise carved in bronze. Now — **just never do those.** Inversion turns worry into a checklist.

Warren raised his cola. "A name a parent reaches for in a scary moment — and four good walls guard it."



The treasure was never the fabric. It's **TRUST!**



SIRI'S SECRET NOTEBOOK · THE CASTLE

WALLS: a trusted name 🗝️ a kept promise 🤝 spotless every time 🧼 a whole forest 🌳. CRACKS: copycats 🐱 a sleepy giant 🐘 one bad batch 💣 the courtroom ⚖️. Charlie: INVERT. Warren: buy trust, not fabric. 🏰

THE JUDGE'S QUESTIONS

Then Warren built a tiny courtroom on the riverbank — and put the **BANDAGE** on the witness stand.

TOK TOK

Siri banged a tiny gavel and fired Warren's five eternal questions at the little paper witness.

Order in the court!

Will people still
NEED you in thirty
years?



★ WORTH REMEMBERING

The Owner's Court: ⚖️ enduring need — skin will still tear, and cuts will still need guarding; ⚖️ trust earned — a parent reaches for it without stopping to think; ⚖️ reinvesting wisely — billions poured into new medicines and cleaner factories every year; ⚖️ copyable with mere money — the strip in a day, the hundred years of never letting people down, never. Court adjourned for lemonade.

Last exhibit: a painting of 2056. A child with a smart healing patch, living a perfectly ordinary day.



The tool changes. The need never does.

SIRI'S SECRET NOTEBOOK • JUDGE ANY BUSINESS

Warren's five: ① enduring need? ② trust earned? ③ reinvests wisely? ④ copyable with mere money? ⑤ what breaks it? Works on soap, railways, bandages — anything. (He never once named a stock price. The judge judges the BUSINESS.) 

THE NEXT THIRTY YEARS

One last walk. “The next bandage will THINK. A tiny sensor that spots an infection before you feel it.”

“Some will carry medicine, releasing it slowly right where the wound needs it.”

The bandage becomes the doctor!

“And further out: dressings that coax the body to grow brand-new skin, faster than ever.”

Not just guarding the gap... GROWING it shut!

A bandage that RAISES its hand for help?!

★ WORTH REMEMBERING

No crystal balls — just visible currents: smart sensing bandages, medicine-carrying dressings, lab-grown skin, and surgeries so gentle they barely leave a mark. Shapes will change; the need to heal a hurt safely will not. 🌟

On a rooftop at dusk, Siri added the honest last line, the way Grandpa taught her.



Bet on the NEED, not the strip.

★ WORTH REMEMBERING

Siri's rooftop rule: the winner of 2056 isn't whoever owns today's cleverest bandage — it's whoever keeps the world's **trust** while the bandages keep changing. Tools come and go. A kept promise compounds for a century. 🌿

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: smart sensing bandages, medicine dressings, lab-grown skin, gentler surgery. Rules: bet on needs, not strips · trust survives every new tool. 🧙

THE SECRET CABINET

Home stretch. Siri pinned every drawer to her wall and joined them all with red string.



It's ONE web. Every thread pulls the others.

★ WORTH REMEMBERING

The Science Web, one breath: skin is a living wall → a cut is a gap → the body's own crew clots and rebuilds it → a bandage only guards the gap → sterile so no germ sneaks in → glue that grips then lets go → a thirsty non-stick pad → kept moist yet breathing. **Ordinary biology, carefully protected.**



★ WORTH REMEMBERING

The Business Web, one breath: value (a scrape that used to kill is now nothing) → the refill river (a habit, not a gadget) → trust (a promise kept for a century, carved in bronze), guarded by Charlie's inversion and judged by Warren's court. Underneath it all: a thousand strangers, conducted into one tiny strip.

The true test: she retold the whole thing to her little cousin. With sock puppets. He got it.



Sock puppets don't lie. He GOT it!



SIRI'S SECRET NOTEBOOK · THE LATTICEWORK

Charlie's word for my string-wall: a
LATTICEWORK of mental models. Twelve from
ONE bandage: wall-and-gap · the-body-heals ·
clean-at-the-source · grip-then-release · moist-
beats-dry · one-idea-many-shapes · price-vs-
value · the refill river · switching costs ·
brand=promise · patients-first · invert. ✨

COMING HOME

Her own bed. Morning. The compass: quiet. The house: lit differently, somehow.



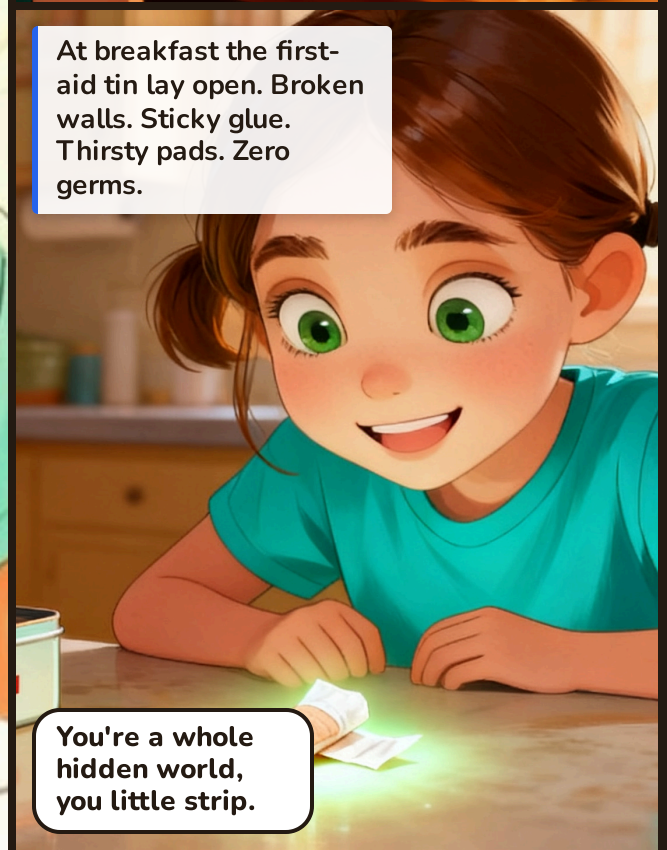
Was it real? It FELT real...

One fresh letter dried on the diary's page.



"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time. Be patient, little one — patience is the one wall no rival can copy."

At breakfast the first-aid tin lay open. Broken walls. Sticky glue. Thirsty pads. Zero germs.



You're a whole hidden world, you little strip.

Then she found a real bandage in the drawer and put it, gently, over yesterday's forgotten scrape.



Guard the gap. I've got you.

She hugged the diary tight. Somewhere far away, red-brick halls glowed beside a calm river.



Show me the next one, Grandpa. ❤️

★ WORTH REMEMBERING

Next unlock, feel it: a wall of skin broken and rebuilding — a glue that grips the grooves you can't see — a pad kept clean of every germ — a kitchen fix grown into a giant. A bandage is no longer just paper and fluff. **Nothing, from now on, is just anything.**

📖 SIRI'S SECRET NOTEBOOK • VOLUME CLOSED

Seven drawers. Twelve mental models. One castle of trust. One kitchen fix grown into a giant. 🩹 But the compass is twitching toward the kitchen... a jar of coffee by the kettle... a spoonful that wakes half the world... and Warren is already grinning. Next volume. 🌀





OUR PHILOSOPHY

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

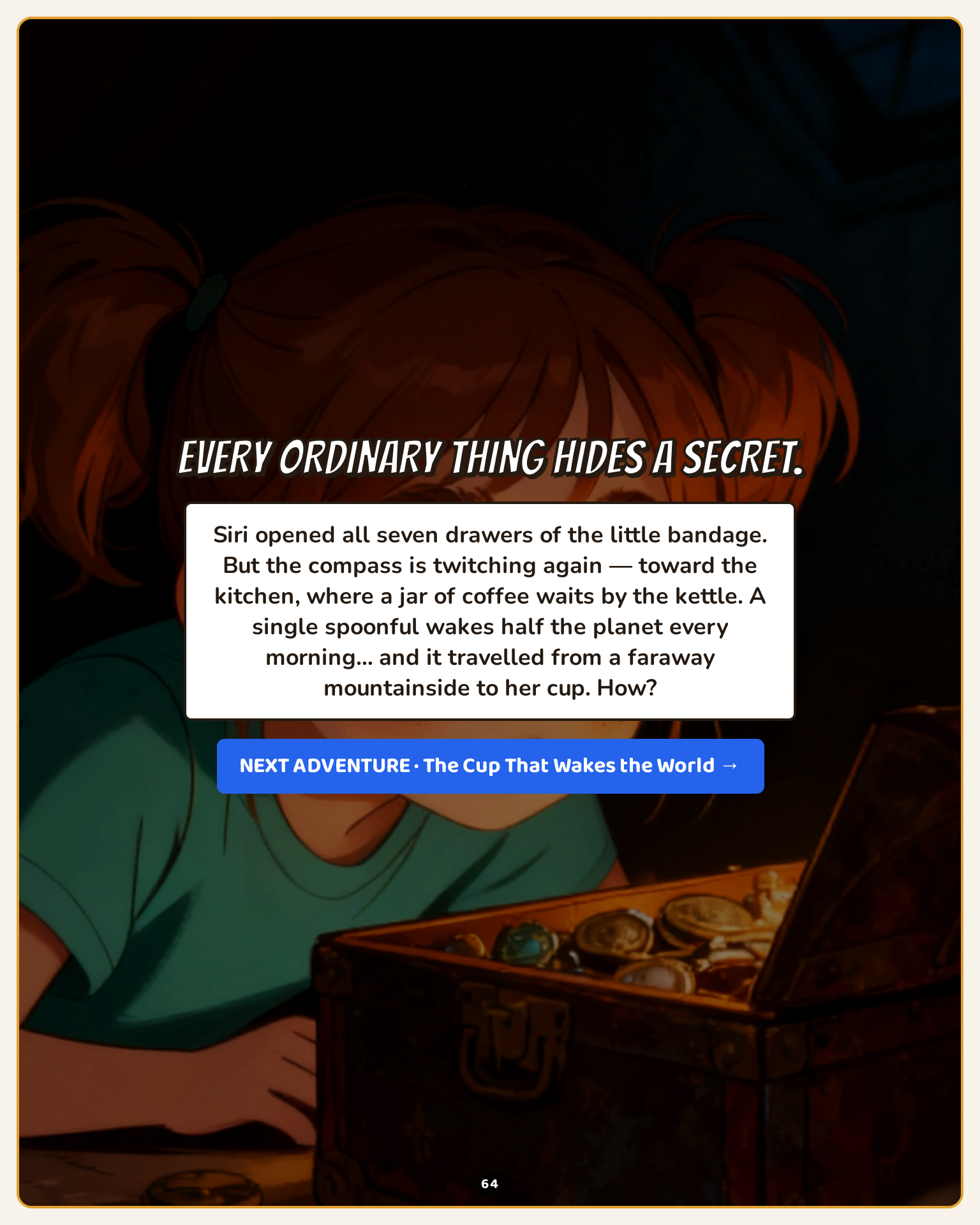
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

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.

A girl with red hair in pigtails, wearing a green shirt, is looking into an open wooden treasure chest filled with gold coins and jewels. The scene is dimly lit, with a warm, orange glow emanating from the chest.

EVERY ORDINARY THING HIDES A SECRET.

Siri opened all seven drawers of the little bandage. But the compass is twitching again — toward the kitchen, where a jar of coffee waits by the kettle. A single spoonful wakes half the planet every morning... and it travelled from a faraway mountainside to her cup. How?

NEXT ADVENTURE · The Cup That Wakes the World →