

SONY THE POCKET FULL OF MUSIC



A curious girl, three wise mentors, and the little machine that taught songs how to travel.

"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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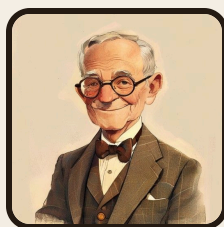
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

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MEET THE CHARACTERS



SIRI



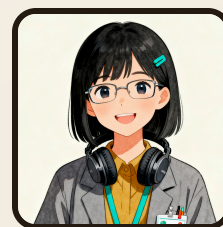
BEN



WARREN



CHARLIE



HANA

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 SONG THAT PLAYED AT MIDNIGHT

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

SPIN

The needle stopped. Pointing at... a little music player. Asleep on the desk. Deeply, boringly ordinary.

YOU? You just play songs!

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

It's never done THIS before...

"Some companies taught the world to listen. Start with the pocket full of music."

★ WORTH REMEMBERING

Look at a music player. Smaller than a sandwich — and every song you love is hiding inside it. But songs are made of **moving air**. Air can't be folded up and put in a pocket. So... **how do you catch a sound?**

The little screen rippled. A whirlpool of teal light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🎧

- ① How do you TRAP a song in something this small?
- ② Grandpa says this gadget built a giant company. A tiny music box?! Prove it.

THE PUZZLE INSIDE THE POCKET

She landed in a lab where a music player floated in pieces — dozens of them, frozen mid-explosion.



It's a
CONSTELLATION of
parts!

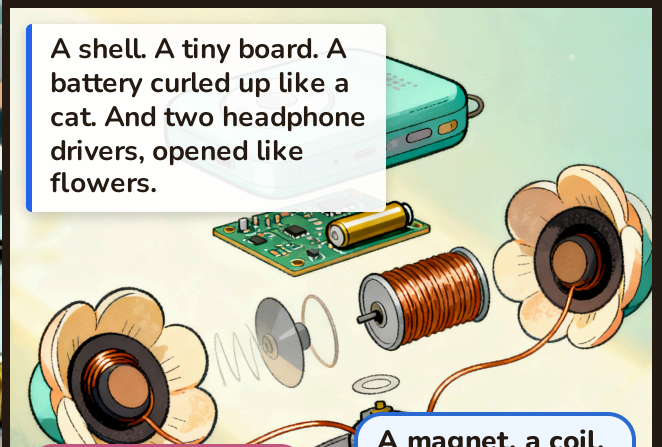


A young engineer plucked a copper coil the size of a lentil out of the air. *"I'm Hana. I take sound apart for a living."*



Best. Job. EVER.

A shell. A tiny board. A battery curled up like a cat. And two headphone drivers, opened like flowers.



What's the
flower thing?

A magnet, a coil,
and a paper
cone.

★ WORTH REMEMBERING

A pocket player is a **tiny concert hall in disguise**. It stores the shape of a sound, then rebuilds that shape in the air beside your eardrum — thousands of times a second, without ever getting tired.

📖 SIRI'S SECRET NOTEBOOK

Shell + board + battery + two flower-speakers. 🔍 Hana says every part hides a secret. First question, obviously: what IS a sound, actually?

WHAT A SOUND REALLY IS

3a The truth: sound is a crowd of air

"Hit a drum," said Hana.
The skin shoved the air.
The air shoved the air next
to it.



So sound is air...
PUSHING?

She dropped a pebble in a
pond. The rings raced away
— but the little paper boat
only bobbed up and down.



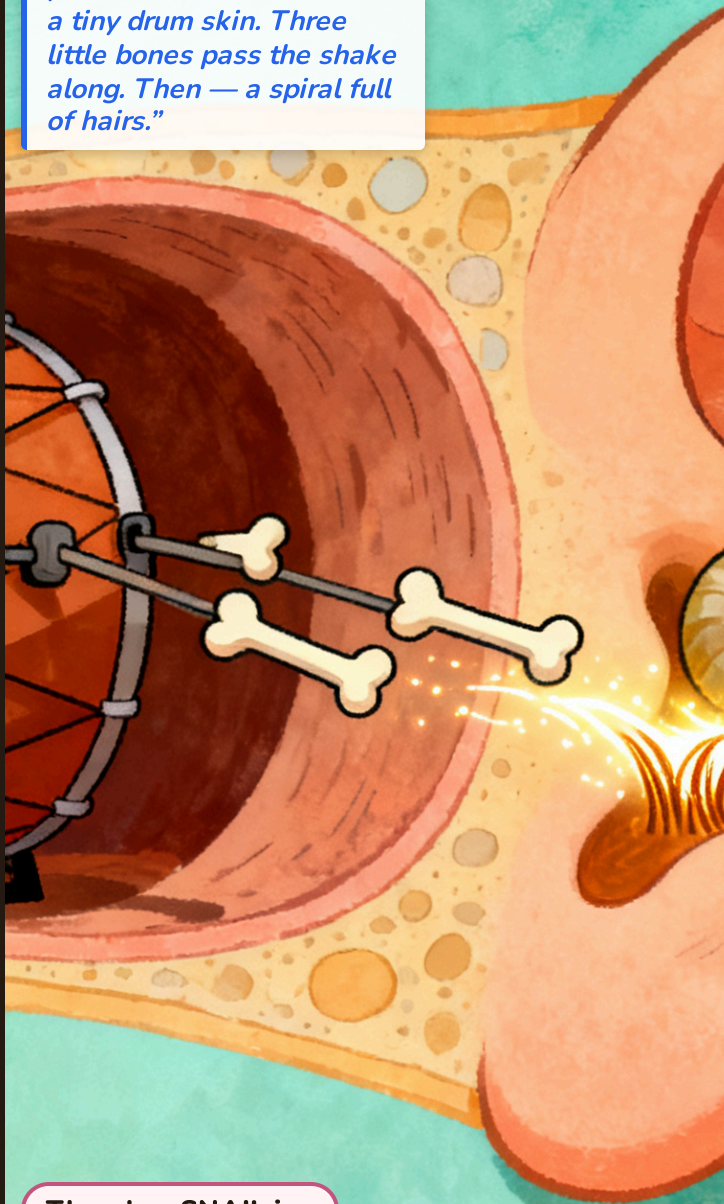
The boat doesn't
travel!

Exactly. The wave
moves. The stuff
stays.

★ WORTH REMEMBERING

Sound is a **squeeze travelling through air** — crowded, spread out, crowded, spread out. Air molecules just jiggle in place and pass it on. That's why sound needs air: in outer space, nobody hears the drum. 🥁

"The squeeze runs down your ear tunnel and shakes a tiny drum skin. Three little bones pass the shake along. Then — a spiral full of hairs."



There's a SNAIL in my head?

"Fast wiggles tickle hairs at one end. Slow wiggles tickle the other. Your brain reads which hairs waved."



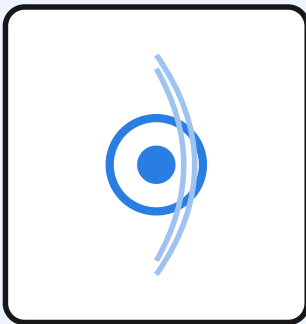
So high and low notes have their own SEATS!

★ WORTH REMEMBERING

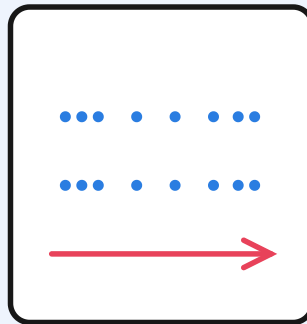
Your ear is a **frequency sorter**. A kid can hear about 20 wiggles a second up to 20,000. Anything that can reproduce that whole range, in a pocket, is doing something ridiculous. ⚡



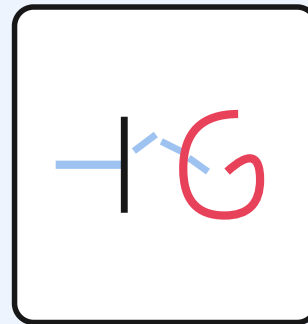
HOW A SONG REACHES YOUR EAR



COIL AND MAGNET
current makes it jump



AIR SQUEEZED
crowded, then spread out



THE SNAIL SORTS
each pitch, its own hairs

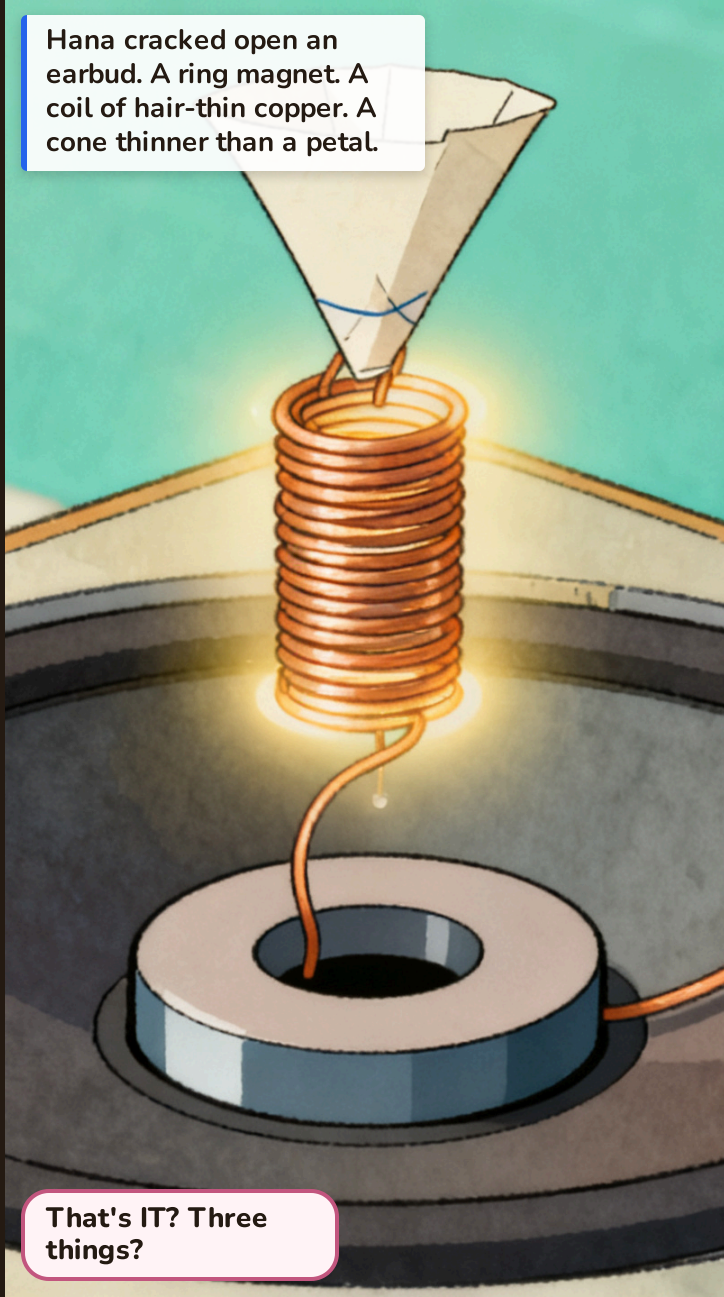


SIRI'S SECRET NOTEBOOK

- ① Sound = a squeeze passing through air. The air stays home! 🌊
- ② Ear = tunnel → drum → 3 tiny bones → spiral of hairs sorted by pitch. I have a snail. It sorts music. 🐚

THE MAGNET THAT SINGS

Hana cracked open an earbud. A ring magnet. A coil of hair-thin copper. A cone thinner than a petal.



That's IT? Three things?

"Send electricity through the coil and it becomes a magnet. Push, pull, push, pull — the cone shoves the air."



Electricity becomes a PUSH!

★ WORTH REMEMBERING

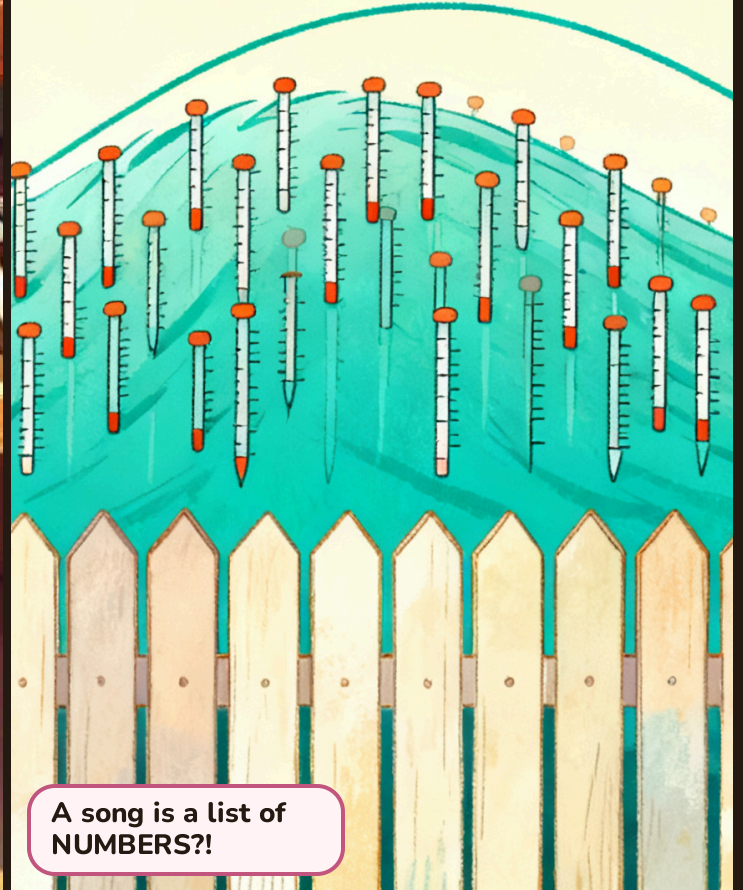
This is the whole trick of every speaker on Earth: **a coil in a magnet's field jumps when current flows.** Wiggle the current like the music, and the cone wiggles the air the exact same way. 

"Now storing it. Old tape was coated in powder — millions of microscopic compass needles. The recorder flipped them to match the wave."



You wrote music in
MAGNETS?

"Later came a better idea. Measure the wave's height 44,100 times every second. Write the numbers down."



A song is a list of
NUMBERS?!

★ WORTH REMEMBERING

That's **digital sound**. Measure often enough and the numbers rebuild the wave perfectly — 44,100 measurements a second covers everything a human ear can hear. Numbers don't hiss, don't stretch, don't wear out. A copy is a twin, not a ghost. 

 SIRI'S SECRET NOTEBOOK

Speaker = coil + magnet + cone. Electricity → push → air → my snail. Storage: flip tiny magnets (tape) OR write 44,100 numbers a second (digital). Songs are secretly MATHS.



THE LONGEST JOURNEY IN THE WORLD

Hana unrolled a world map. Golden threads from everywhere, all meeting at one tiny gadget.

The whole PLANET is helping!

"Image sensors and lasers from Japan. Memory from South Korea. Assembly across Southeast Asia. Rare magnets mined and milled far away."

One gadget = 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 of these?

Count everyone? Hundreds of thousands of hands.

At dawn, a container ship slid out of the harbour, jets climbing overhead. Factory to your local shop: days, not months.

THAT fast?!

★ WORTH REMEMBERING

Here's the mind-bender: **nobody on Earth knows how to make a music player.** Not one person. The magnet miner doesn't write code; the coder doesn't polish lenses. Everyone masters one sliver — and a great company turns a million slivers into one object.

📖 SIRI'S SECRET NOTEBOOK

Japan + Korea + Southeast Asia + a mine somewhere = my player, in days. 🌍 Nobody knows the whole recipe. So who's the CONDUCTOR of this orchestra? 🎵

WHY A BILLION PEOPLE SAY YES

A museum of listening: a gramophone with a brass horn, a radio like furniture, a recorder the size of a suitcase.

"Music used to sit still."



And now it goes
RUNNING with me!

"And the machine is only half of it. Somebody has to make the songs, the films, the games worth pressing play on."



A library where
the books **SING**!

"Musicians want the biggest audience. Listeners want the best music. Each one pulls the other across the bridge."



The bridge gets
stronger as
people cross it!

★ WORTH REMEMBERING

Why spend billions here? ❶ Selling the **machine** AND the **music** means one good idea earns twice. ❷ A device people trust with their favourite thing on Earth earns something rivals can't buy: **affection**. Copying a gadget is easy. Copying a feeling is not. 🏰

📖 SIRI'S SECRET NOTEBOOK

People don't pay for the box — they pay for what plays inside it. Machines AND music, holding hands. Grandpa's rule: find the thing people would **HATE** to live without.

THE WORKSHOP IN THE RUINS

A glass tower at sunrise in Tokyo. Siri read the name on the plaza. Four letters. She knew them by heart.

SONY! The pocket full of music is theirs!

"It began in 1946. A bombed-out department store in Tokyo. About twenty people, repairing radios in the rain."

A BURNT BUILDING?!

"In 1955 they built Japan's first transistor radio. Music walked out of the living room and into a pocket."

They shrank the radio!

"Then 1979. The Walkman. A tape player with no speaker and no record button — engineers said it was mad. It sold by the hundreds of millions."

Music that goes where YOU go!

★ WORTH REMEMBERING

Their founding paper said the goal was a workplace where engineers could feel the **joy of innovation**. Not a target. A feeling. Everything else — radios, Trinitron televisions, the compact disc, the PlayStation — grew out of that one sentence. 🌱



THE STORY IN TIME

1946

Two engineers start a radio-repair workshop in bombed-out Tokyo.

1955

Japan's first transistor radio — music leaves the living room.

1958

The company renames itself Sony, a name that works in every language.

1968

The Trinitron television makes colour pictures sharper and brighter.

1979

The Walkman: music that walks with you.

1982

With Philips, the compact disc — sound stored as numbers.

1994

The PlayStation turns games into a world of their own.

Today

Sony makes most of the image sensors inside the world's cameras. 📷

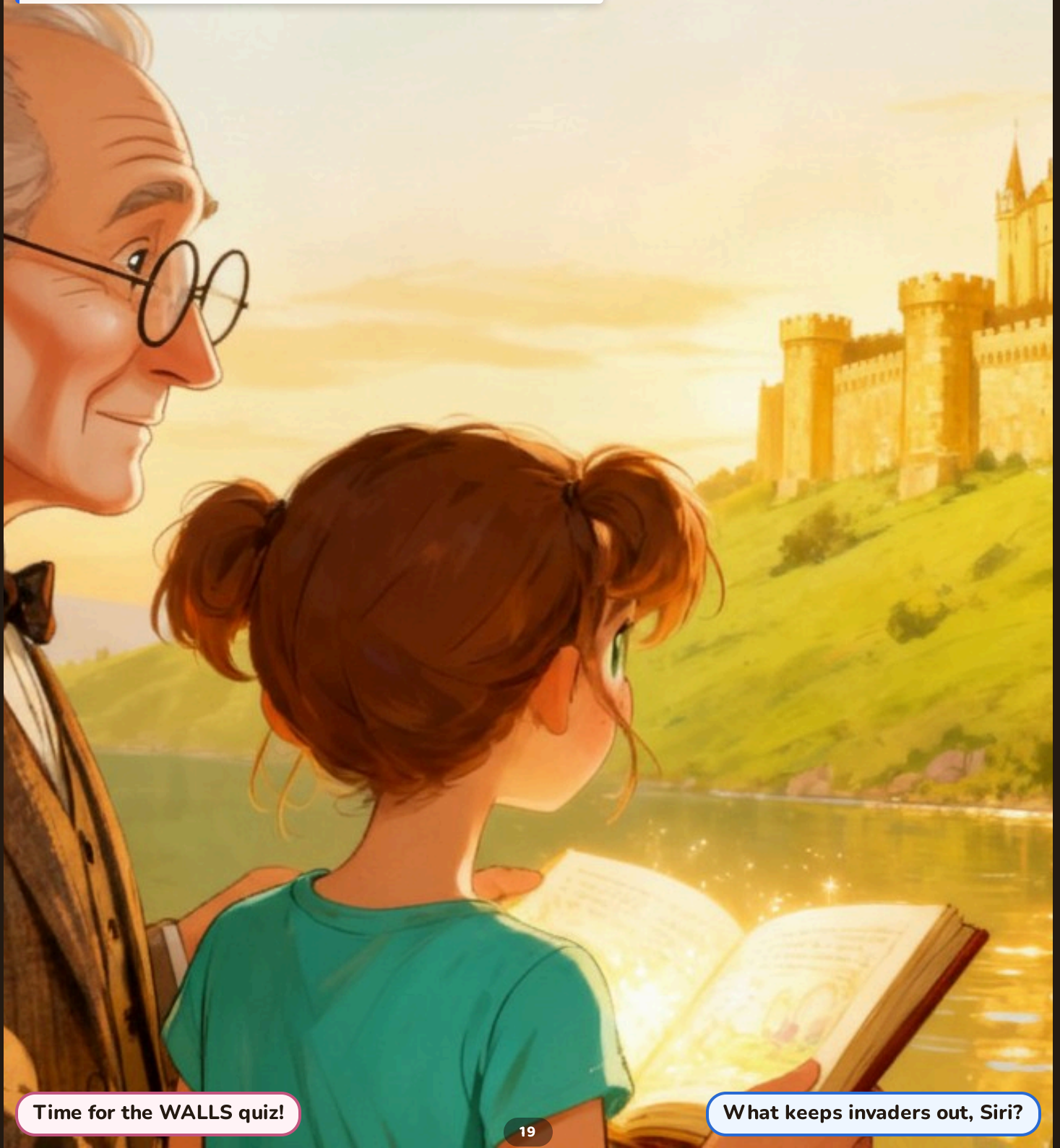


SIRI'S SECRET NOTEBOOK

SONY. Ruins → transistor radio → Trinitron →
WALKMAN → the CD → PlayStation. Their first
rule wasn't money. It was: make a place where
engineers feel JOY. 🎧

THE CASTLE OF SOUND

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 Eye Nobody Can Copy

Sony makes most of the image sensors in the world's cameras — decades of tiny improvements no rival can leap over in a hurry.



Wall Two: The Playground

Millions of players on one side, game makers on the other. Each pulls the other in. A rival must build BOTH sides at once.



Wall Three: The Vault of Songs and Stories

Music and films made long ago keep earning today. Nobody can invent a catalogue that already exists.



Wall Four: A Promise Kept

Decades of headphones, cameras and speakers that just sound right. Copying a product takes a year. Copying trust takes a generation.



The Cracks in the Castle

Game consoles rise and fall in waves. Phone cameras all come from a few customers who could change their minds. Hit films can't be ordered like screws. 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 Sony: stop improving the sensors. Squeeze the game makers until they leave. Chase every shiny gadget and finish none. Forget that the engineers came for joy. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. *"Look for a business whose product people would hate to live without — and whose walls are older than its rivals."*



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

 SIRI'S SECRET NOTEBOOK

Walls: the eye  + the playground  + the song vault  + the promise . Cracks: console waves, few camera customers, unpredictable hits.
Charlie: INVERT. Warren: buy walls, not gadgets. 

THE NEXT THIRTY YEARS

"Last question," said Hana. *"What does this become in thirty years?"* A street of tomorrow: sound that comes from above you, films you can walk around inside.



The player might stop being a BOX 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: sound placed all around you instead of just left and right. Cameras that see in near-darkness. Robots and cars using those same eyes. Games and films blurring together. Shapes change — but wanting to hear a song, and wanting a story? Forever. 🎧

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: sound-all-around, night-vision cameras, robot eyes, films you stand inside. Rule: bet on needs, not shapes. (Also: I want the sound-from-above headphones 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. It is millions of ordinary people doing small hard things, together, for a long time."

At breakfast, the little player lay beside the milk. Squeezed air. A coil in a magnet. Forty-four thousand numbers a second.

You're a whole concert hall in a pocket.

She hugged the diary tight. Somewhere far away, a glass tower caught the morning sun.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Next unlock, feel it: a squeeze of air arriving at a spiral of hairs — a coil leaping in a magnet's grip — a song written down as numbers that never fade — a workshop in the rain that decided joy was the point. A music player is no longer just a music player. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Sound = a squeeze travelling through air.
- ② My ear sorts pitches with a spiral of hairs.
- ③ Speakers = coil + magnet + cone.
- ④ Digital = 44,100 measurements a second.
- ⑤ Nobody knows the whole recipe — companies are conductors.
- ⑥ Machines and music, holding hands.
- 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 cracked the pocket full of music. But the compass is twitching again — toward the kitchen, where a little red can sits hissing with bubbles. It has kept the same secret for 130 years... and Warren drinks five a day. Why?

NEXT ADVENTURE · The Secret in the Red Can →