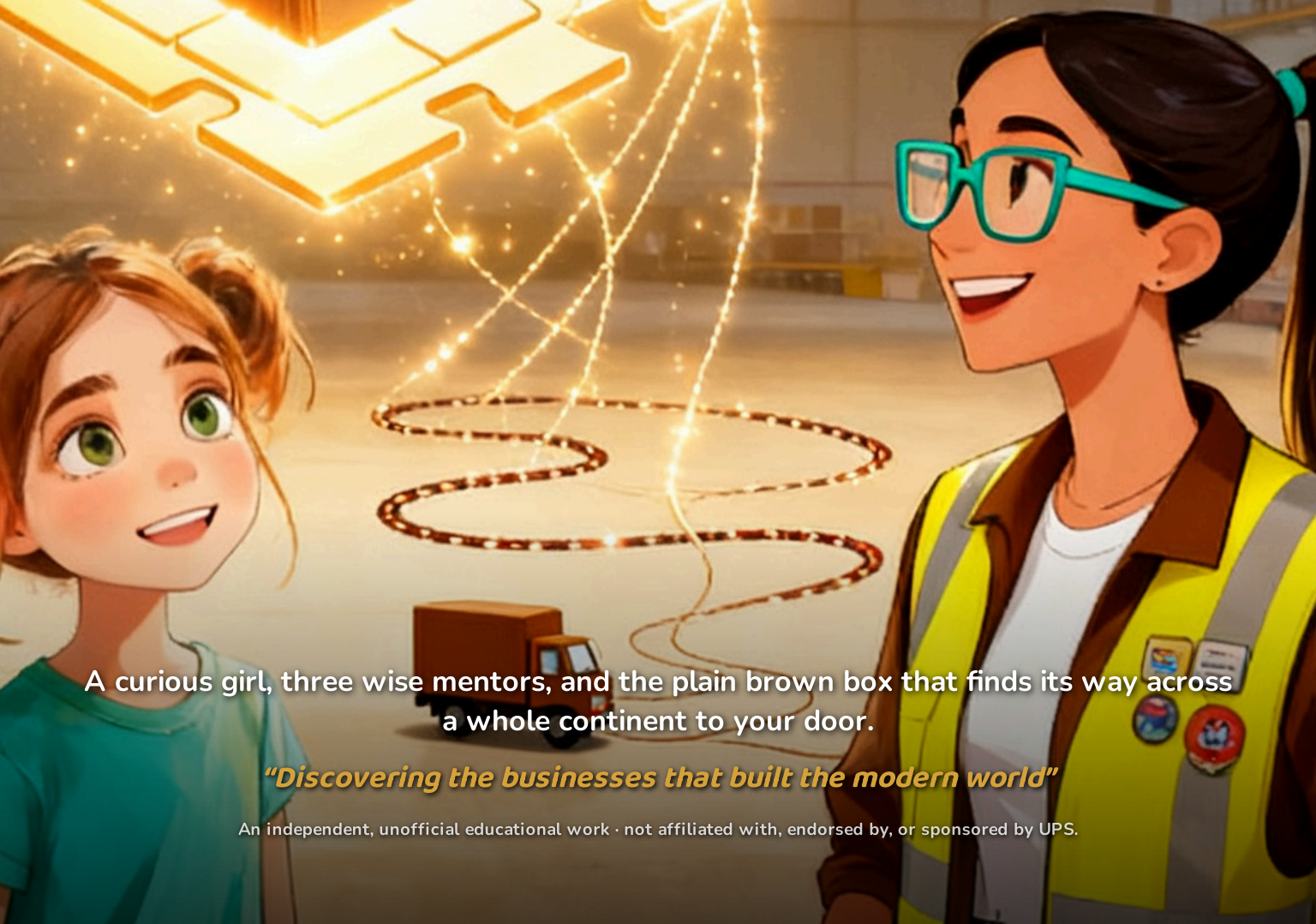


The Great Company Adventures • Book 15 of 50

UPS THE PROMISE IN A BROWN TRUCK



A curious girl, three wise mentors, and the plain brown box that finds its way across a whole continent to your door.

"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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Warren Buffett, Charlie Munger, and Benjamin Graham appear as fictionalized storybook mentors. Their dialogue and actions are imagined for storytelling purposes and do not represent their actual words or views, nor any endorsement of this book by them.

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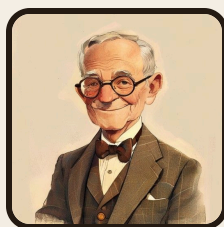
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

For readers aged 7 and up. First Kindle edition, 2026.
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MEET THE CHARACTERS



SIRI



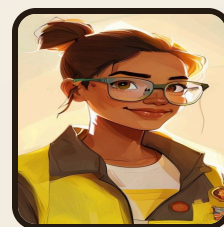
BEN



WARREN



CHARLIE



NORA

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 PACKAGE THAT WAITED AT MIDNIGHT

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

SPIN

The needle stopped. Pointing at... a plain brown box by the door. The most boring object on Earth.

YOU? You're just a box!

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 promise in a brown truck."

★ WORTH REMEMBERING

Look at a package. A plain brown box — yet it crossed a whole continent to reach your exact door, on the day it promised. Nobody carried it the whole way. So... **how does a box find YOU?**

The box seams glowed. A whirlpool of brown-gold light swept her in.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 📦

- ① How does a plain box cross a continent and find MY door — on time?
- ② Grandpa says one brown truck built a giant company. A truck?! Prove it.

THE PUZZLE OF A THOUSAND BOXES

She landed in a hall bigger than a stadium, rivers of brown boxes rushing by on shining belts.

A young engineer scooped a box off the belt. "I'm Nora. I make packages find their way."

Best. Job. EVER.

Belts split and merged like glowing rivers. Millions of boxes a day, each one different.

How do they NOT get lost?

Every box wears a secret. Look closer.

It's a GALAXY of boxes!

★ WORTH REMEMBERING

One hall here sorts more boxes in an hour than a town gets in a year — yet nobody reads a single address aloud. Almost none get lost. First clue: the secret is **printed right on the label**.

📖 SIRI'S SECRET NOTEBOOK

Millions of boxes/day. One building. Almost zero lost. 🔍 Nora says every box hides a secret. First up: what are those little black stripes?

THE STRIPES THAT TELL A STORY

3a The secret: a label of black stripes

Nora held up a shipping label. Black bars, fat and thin, marching in a row.

"Fat bar, thin bar — like tall and short. A code made of only two things. That's all a computer needs."

That scribble is the SECRET?

Two things become... everything?

★ WORTH REMEMBERING

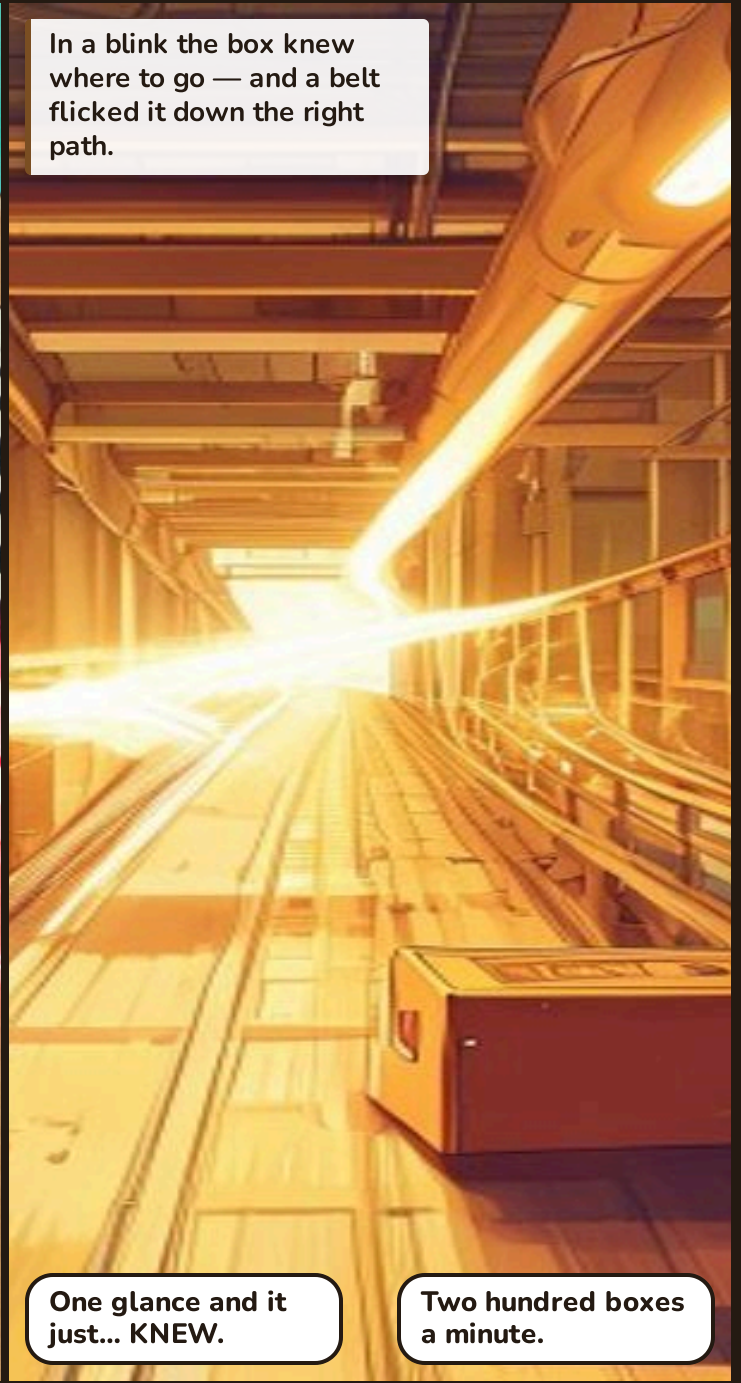
Two bar widths are enough to spell any number — the very trick your phone and games use too. Wide means one thing, narrow means another. Line enough up and you've written your street, your city, your door.

A red beam swept the label. "White bounces light back. Black drinks it. The scanner 'hears' the pattern."



It's reading with a flashlight!

In a blink the box knew where to go — and a belt flicked it down the right path.



One glance and it just... KNEW.

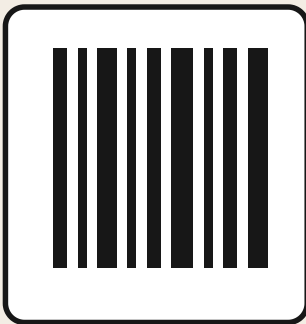
Two hundred boxes a minute.

★ WORTH REMEMBERING

No eyes, no reading — just light bouncing off white and vanishing into black, a hundred times a blink. UPS even invented a little honeycomb bullseye code so a box can be read from any angle. Light reads; stripes talk. 🔦

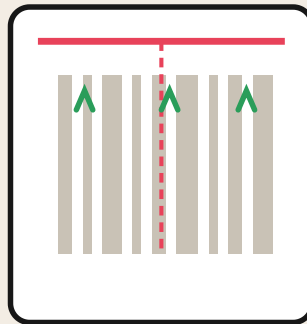


HOW A LABEL IS READ



THE STRIPES

fat + thin bars



THE BEAM

light reads it



THE ADDRESS

bars = your door



SIRI'S SECRET NOTEBOOK

- ① Stripes = fat & thin bars = a secret NUMBER = my address. 
- ② Scanner reads with LIGHT: white bounces, black drinks. 200 boxes a minute, no eyes needed! 

THE BRAIN THAT DRAWS THE PATH

Next room: a glowing city map, one truck, and a hundred and twenty doors to visit before dark.

"The number of ways to order those stops is bigger than the stars you can see. No human could check them all."

A hundred and twenty stops?!

So who picks the BEST one?

★ WORTH REMEMBERING

With 120 stops, the possible route orders outnumber every grain of sand on Earth — many times over. Checking them one by one would take longer than the universe is old. So the computer hunts smart, like water finding the downhill path.

A routing brain drew a neat looping path through the city — no backtracking, no wasted mile.



It found a river through the streets!

“And here's a funny secret: it hates LEFT turns. Waiting to cross traffic wastes time and fuel.”



Turning RIGHT saves the world?!

★ WORTH REMEMBERING

Real trick, really used: plan the day around mostly RIGHT turns, so trucks rarely idle waiting to cross traffic. Millions of gallons of fuel saved a year — from a rule a kid can understand. Small idea, giant result. 🚚

📖 SIRI'S SECRET NOTEBOOK

120 stops → more routes than sand grains → computer hunts a smart path, not every path. Weird true fact: avoid LEFT turns = save fuel + time. Turning right = superpower.



THE RIVER OF BROWN

Nora unrolled a map. Golden threads from every town, all pouring toward a few giant hubs.

The whole country is one big web!

A door opened onto belts stretching to the horizon — miles of them, weaving like a glowing loom.

How LONG are these belts?!

Farther than you could walk in an hour.

Down a chute, tilting trays flicked each box left or right at exactly the right instant.

It's PINBALL, but nothing's random!

At dusk, brown cargo jets swallowed pallets of boxes. Coast to coast by morning. Anywhere.

OVERNIGHT?!

★ WORTH REMEMBERING

Here's the mind-bender: no single person moves your box. A loader, a sorter, a driver, a pilot — each touches it for seconds. A great company stitches thousands of seconds into one overnight promise.

📖 SIRI'S SECRET NOTEBOOK

Towns → hubs → belts for miles → brown jets → my door by morning. 🌙 Nobody carries it the whole way. So who's the CONDUCTOR of this whole web? 🎵

WHY A BILLION BOXES

A museum of long ago: a horse cart, a telegraph key, a letter that took three weeks.

"Now a shop anywhere can reach a doorstep everywhere — next day. One web, drawn across a whole country."

A shop in her bedroom can sell to the world!

"Every new shipper fills the trucks fuller. Fuller trucks make each box cheaper. Cheaper draws more shippers."

The web gets stronger the more people use it!

People WAITED three weeks for one parcel?

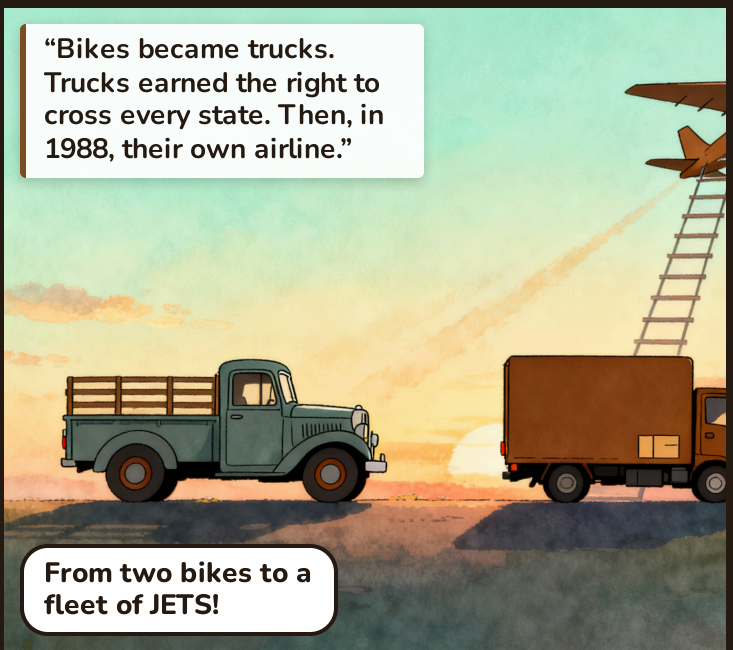
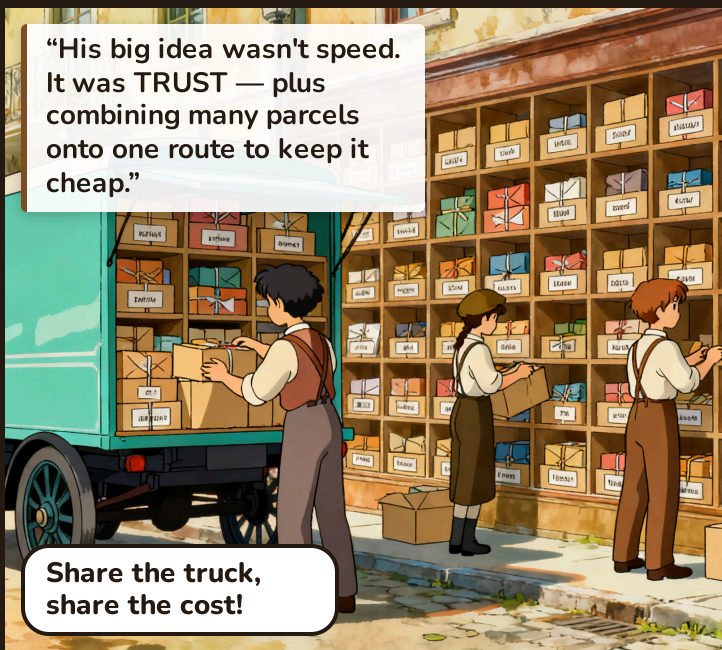
★ WORTH REMEMBERING

Why spend billions on trucks and hubs? Because one full truck dropping ten boxes on a street beats ten cars driving ten errands. Pack the routes tight and delivery gets cheap — and cheap-and-reliable is a thing the world never stops wanting. 🏠

📖 SIRI'S SECRET NOTEBOOK

People don't pay for the truck — they pay to skip the trip. And the web feeds itself: more shippers → fuller trucks → cheaper → more shippers. Grandpa's rule: find what people can't live without.

THE TRUCK THAT GREW FROM A BASEMENT



★ WORTH REMEMBERING

The quiet genius: Jim Casey promised "best service, lowest rates," then kept it for a century. Not the flashiest idea in business — the most **reliable**. Boring, repeated for a hundred years, becomes unstoppable.



THE STORY IN TIME

1907

A 19-year-old, Jim Casey, starts a messenger service in a Seattle basement.

1913

Bikes and cars; parcels combined by neighborhood to cut costs.

1919

Named United Parcel Service; the trucks turn brown.

1930s

Delivery for department stores spreads city to city.

1975

Reaches all 48 mainland states — a true nationwide carrier.

1988

UPS Airlines takes off; overnight goes coast to coast.

2002

Worldport, a colossal air hub, sorts millions of boxes a night.

Today

Tens of millions of packages delivered every single day. 📦

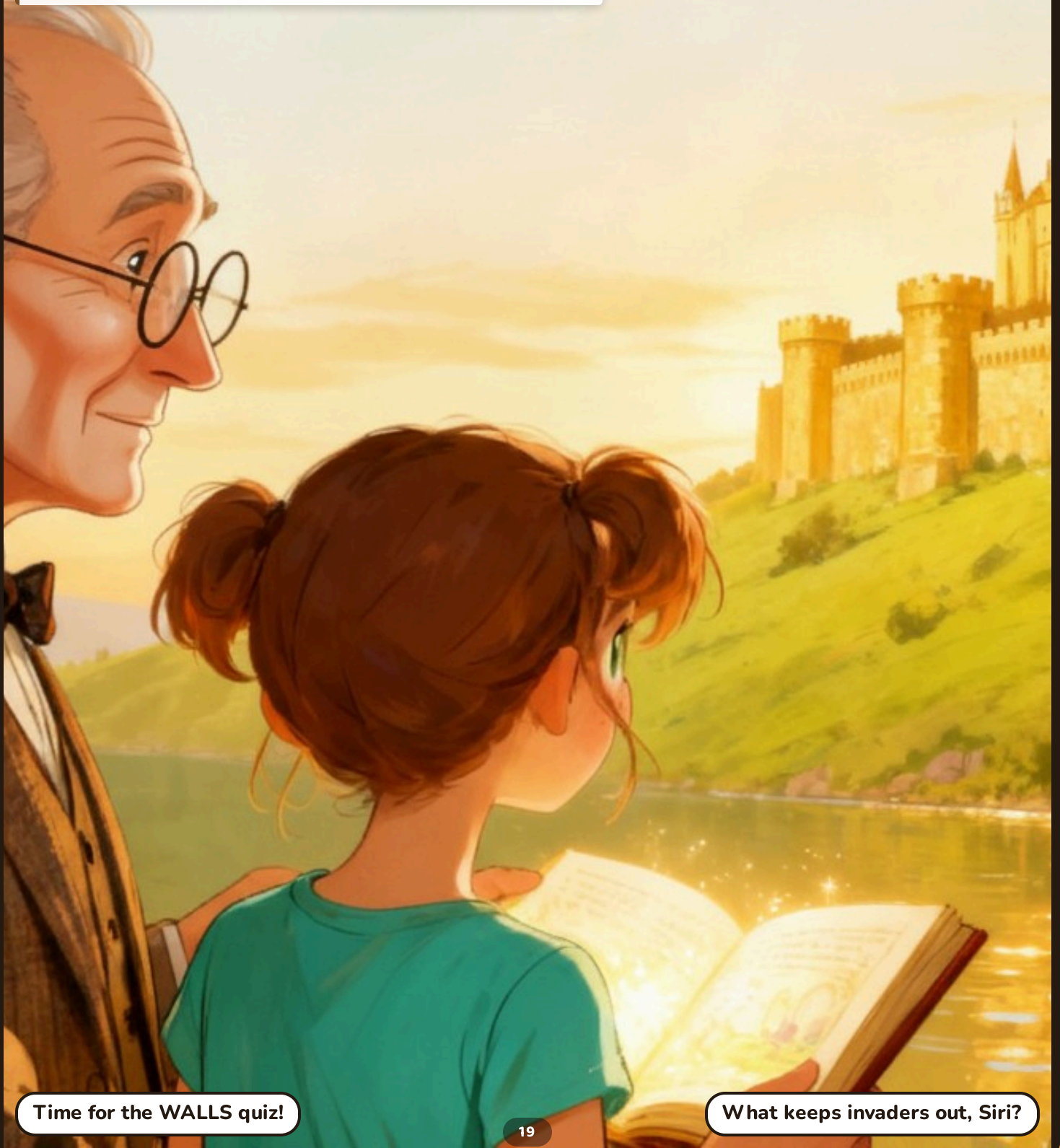


SIRI'S SECRET NOTEBOOK

Basement + 2 bikes + one 19-year-old → brown trucks → 48 states → their own jets → a global web. The idea wasn't SPEED. It was a PROMISE kept for 100 years. 📦

THE CASTLE OF BROWN

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 Web

Thousands of trucks, hundreds of hubs, jets and planes woven together over a hundred years. A rival must build the **WHOLE** web before the first box moves.



Wall Two: Density

Drop many boxes on one street and each delivery costs pennies. The busiest web has the fullest trucks — so it can charge less **AND** earn more.



Wall Three: The Promise

'On time,' kept for a century. Trust like that is why a shop hands over a million boxes without a worry. Copying a truck takes a day. Copying a promise takes generations.



Wall Four: All One Piece

Pickup, sort, fly, drive, deliver, track — one company owns every link. When one team owns the whole chain, nothing falls in the cracks.



The Cracks in the Brown

Rivals with their own webs push hard. Fuel and wages cost more each year. And big shippers dream of delivering their own boxes. 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 UPS: break the on-time promise. Let the trucks run half-empty. Let costs balloon past prices. Ignore a rival's clever new web. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "A business the whole world would hate to live without — and terribly hard to copy. The treasure isn't the truck. It's the WEB, and the WORD it keeps."



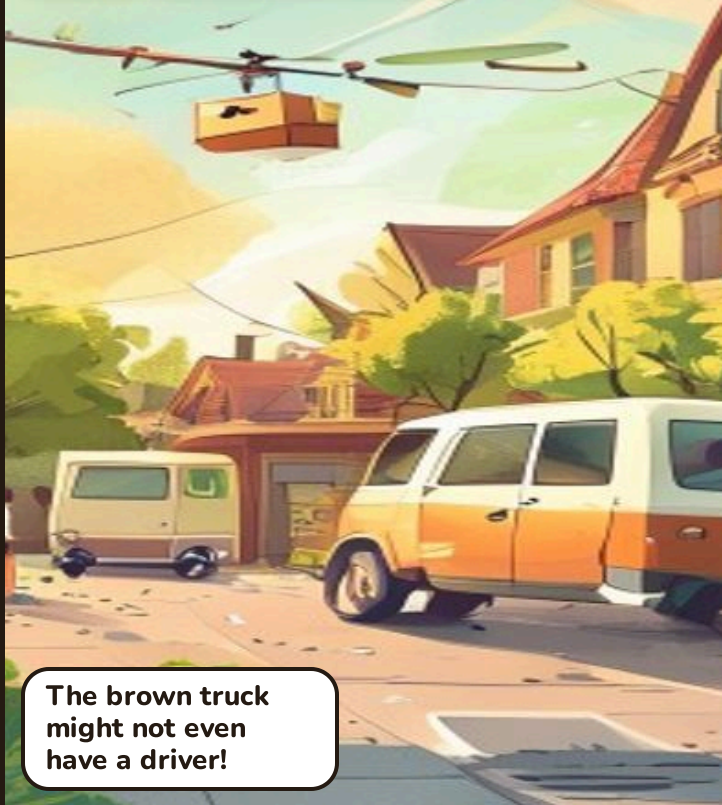
So the treasure is the PROMISE, not the box.

SIRI'S SECRET NOTEBOOK

Walls: the web 🕸 + density 📦 + the promise 🤝 + all-one-piece 🧩. Cracks: rivals, rising costs, big shippers going solo. Charlie: INVERT. Warren: prize the promise, not the truck. 🏰

THE NEXT THIRTY YEARS

"Last question," said Nora. "What's this in thirty years?" A street of tomorrow: quiet electric vans, a delivery drone, a sidewalk robot.



The brown truck might not even have a driver!

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



Don't bet on the truck. Bet on the NEED.

★ WORTH REMEMBERING

The deep currents: electric vans humming clean, AI planning every mile, drones for faraway farms, robots lifting in the hubs. Wheels and wings will change shape. But wanting things to arrive — fast, cheap, on time — that's forever. The winner keeps the **promise** while the vehicle changes. 🧙‍♂️

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: electric vans, delivery drones, sidewalk robots, AI routing. Rule: bet on needs, not vehicles. (Also: I want the sidewalk robot to bring my snacks NOW.)

COMING HOME

Her own room. 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."

On the porch sat the brown
package. Stripes. A path
drawn by a brain. A
hundred hands. One kept
promise.

You're the biggest
relay race in the
world.

She hugged the diary tight.
Somewhere far off, a
brown truck turned right
into the sunrise.

Show me the next
one, Grandpa. 🍷

★ WORTH REMEMBERING

Next time a box lands on your porch, feel it: a code of stripes read by light — a path chosen from more routes than sand — a hundred strangers in a relay — a promise kept for a century. A package is no longer just a package. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK • WHAT I LEARNED

- ① Stripes + light = a box that reads itself.
- ② Computers draw the smartest path (turn right!).
- ③ Hubs + belts + jets = an overnight web.
- ④ Nobody moves it alone — the company conducts.
- ⑤ Density + trust = a castle of brown.
- ⑥ Bet on needs, not vehicles.
- ⑦ Invert! And prize the promise, not the truck.





OUR PHILOSOPHY

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

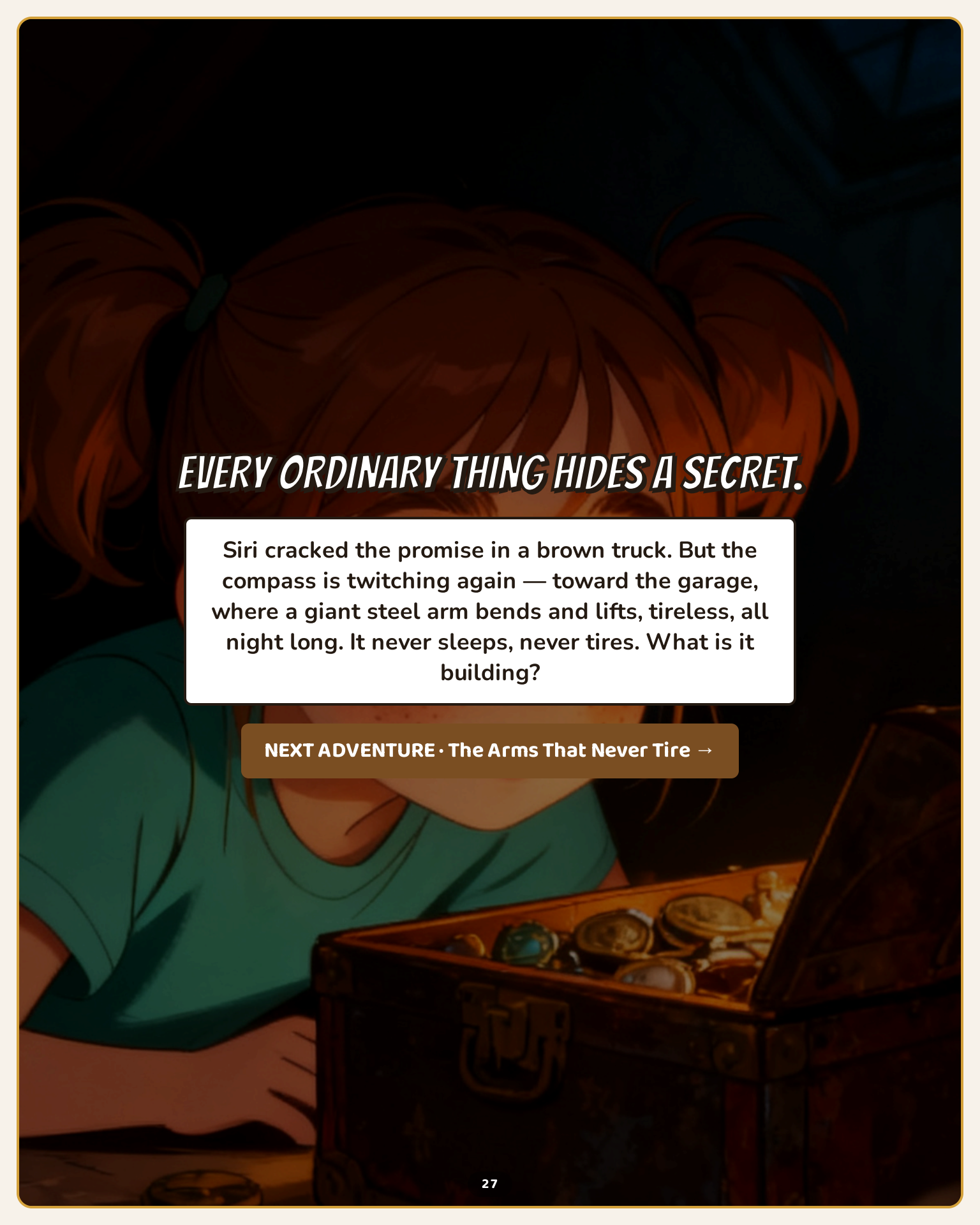
Inspired by the multidisciplinary thinking of **Charlie Munger** and the rational, long-term philosophy of **Warren Buffett**, our comics connect science, technology, business, history, and human behavior to show how the real world works.

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.

An illustration of a young girl with brown hair in pigtails, wearing a green shirt, looking down into an open wooden treasure chest filled with gold coins and jewels. The scene is dimly lit, with a dark background.

EVERY ORDINARY THING HIDES A SECRET.

Siri cracked the promise in a brown truck. But the compass is twitching again — toward the garage, where a giant steel arm bends and lifts, tireless, all night long. It never sleeps, never tires. What is it building?

NEXT ADVENTURE • The Arms That Never Tire →