

Organizational Shifts

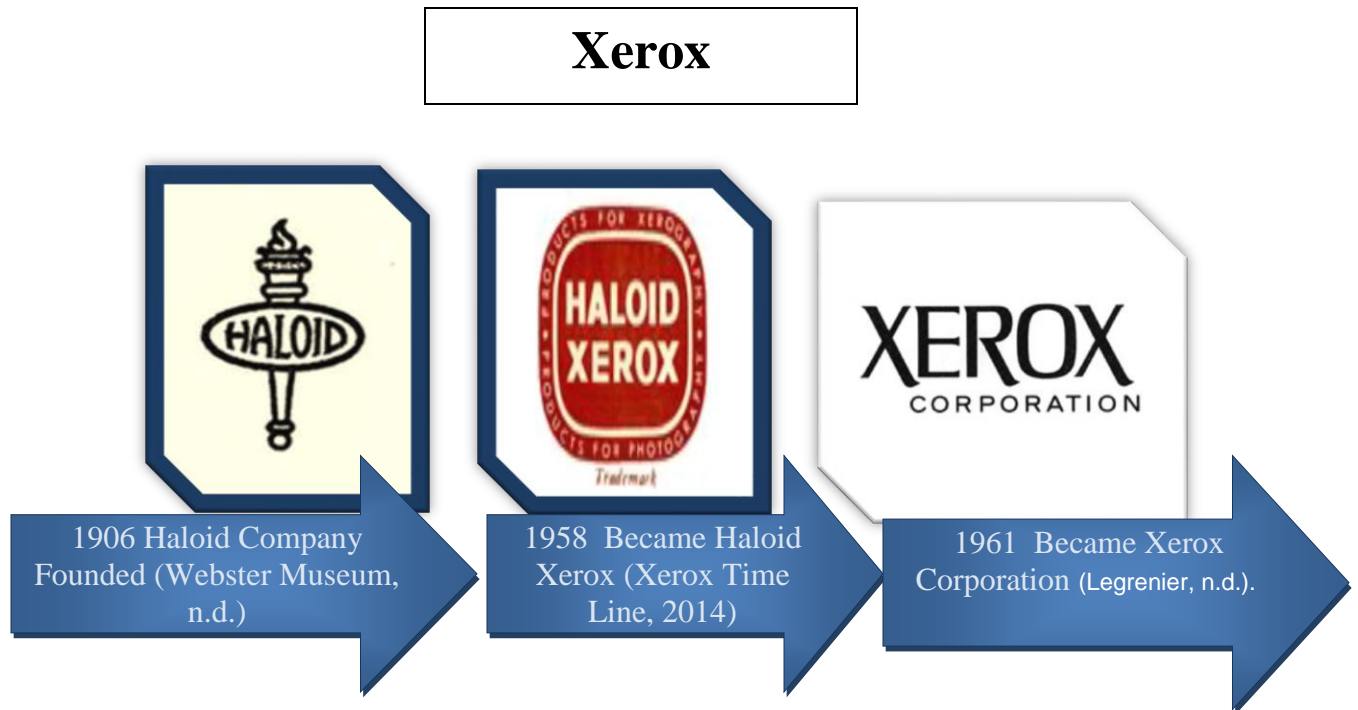
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The Haloid Company was founded in 1906 in Rochester, NY. The Haloid Company produced photography paper. The company started development in 1947 on the photocopier machine “based on a technique known as xerography” (Nine Great Brands That Had to Change Their Name, 2010). The company changed its name in 1958 to Haloid Xerox, Inc., due to the organizations optimistic outlook for the future of the xerography technique. The Xerox copier became very popular and the Xerox brand became more recognizable than the Haloid brand. In 1961 Haloid Xerox became the Xerox Corporation. Xerox has continued to change with the times and is well positioned as one of the largest and most well-known document management systems in the world.



(Xerox Time Line, 2014)



Nissan



Photo Credit (CarType, 2014)

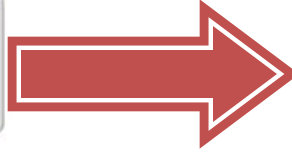
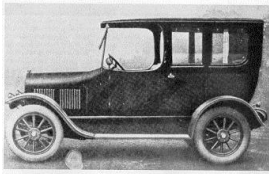
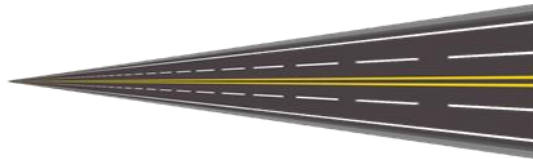


Photo Credit (Nissan News, 2014)



Dat 41 1916 Model

Photo Credit (Datsun History, n.d.)



Nissan 370Z 2015 Model

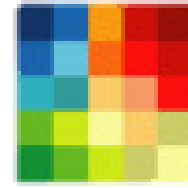
Photo Credit (DriverSide, 2014)

Nissan retained the Datsun brand in the United States because of American hostility towards the Nissan brand. During WWII Nissan was a major military manufacturer in Japan and American consumers resented they support of the Japanese war effort. In the fall of 1981 Nissan out of a desire to have one global brand they changed the name of Datsun to Nissan and the Datsun brand was phased out. (Nine Great Brands That Had to Change Their Name, 2010).

Altria



Founded 1847
Photo Credit (Trust.UA, 20130)



Altria

Changed name to Altria 2004
Photo Credit (Fortune, n.d.)

Philip Morris is best known as a tobacco company. The reality is that they Philip Morris began expanding into other industries as early as 1957. By 1965 they had a growing industrial products division (Steluta, 2010). Over the years the company acquired such businesses as Miller Brewing and Kraft foods. The organization was no longer primarily a tobacco company. In 2003 the company changed the name to Altria in an effort to reflect the evolution of the company (Nine Great Brands That Had to Change Their Name, 2010). In reality the name change was an effort to escape the stigma associated with the tobacco industry. Today the company no longer suffers the same animosity that was once directed at it under the Philip Morris Companies brand. (Nine Great Brands That Had to Change Their Name, 2010).

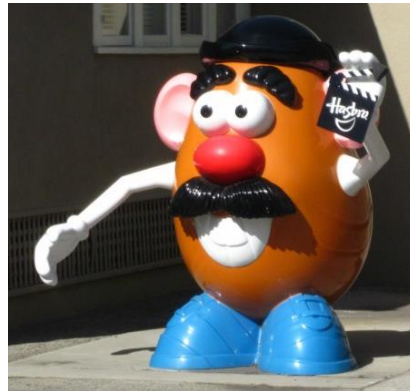
Hasbro



Logo: 1944 - 1955
Photo Credit (Logopedia, n.d.)



Logo: 2007 – Present
Photo Credit (Brandora, 2014)



Mr. Potato Head – 1952
Photo Credit: (Davis, 2014)

Hasbro was founded in 1923 and was called Hassenfeld Brothers. The Hassenfeld Brothers organization originally sold textile remnants. The company remained a textile dealer until the 1940s. This is when the Hassenfeld Brothers started producing toy doctor and nurse kits. By 1942 the organization had transitioned into a full-time toy company (Davis, 2014). In 1952 the company purchased the rights to a creation called Mr. Potato Head which was a major success for the organization. The success of Mr. Potato Head led “in part to the company becoming a Disney licensee in 1954 (Davis, 2014) In 1968 Hassenfeld Brothers became Hasbro and one of the largest toy manufacturers in the world.

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