

## BUILDING THE BRAND

In 1946, Akio Morita and Masaru Ibuka – who became acquainted during their service in the Japanese navy – started a new company called Tokyo Telecommunications Engineering in a bombed-out department store in Tokyo.

In 1955, the company made the world's first portable transistor radio. An American company, Bulova, offered to buy the radios at a handsome profit, but the deal troubled Morita. Under the terms, Bulova would sell the radios under its own name.

Morita wanted to establish his own company's brand name. So even though the transaction would have brought his struggling company a much-needed infusion of cash, Morita decided against it, telling the executives at Bulova, "I am now taking the first step for the next 50 years of my company."

Morita and his associates went on to become one of the greatest success stories in business. Besides the transistor radio, they built the first VCRs and the first compact disc players.

Incidentally, by the time he turned down the offer from Bulova, Morita had already changed the name of his company – to Sony.

In business, the choice is often between present and future rewards, with the biggest rewards coming in the years ahead.

The same principle is true in the spiritual realm. To enter the kingdom of God, we must forsake the enticing but small rewards this life offers to gain the great reward of life eternal and fellowship with our Lord.



*Do not lay up for yourselves treasures on earth, where moth and rust destroy and where thieves break in and steal; but lay up for yourselves treasures in heaven, where neither moth nor rust destroys and where thieves do not break in and steal. For where your treasure is, there your heart will be also (Matthew 6:19-21).*

– Beecher Hunter