



What is panasonic known for

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At Panasonic, our goal is to fulfill our Founder's vision of making today better than yesterday, tomorrow better than today by empowering people to live better lives and creating a brighter future for everyone.

Panasonic is a leading technology provider of electric batteries and consumer lifestyle technologies, as well as innovative smart mobility, sustainable energy, and integrated supply chain solutions.

Throughout Panasonic's 100-year history, one of our guiding principles has always been to contribute to society by improving people's lives and making the world a better place. The goal? To fulfill our Founder's vision of making today better than yesterday, tomorrow better than today by empowering people to live better lives and creating a brighter future for everyone.

Through our combined efforts and shared goals, each of our employees works to make the world a better place. That's why we're creating a workplace that enables dynamic professionals to make major contributions. A skilled workforce is not someone else's responsibility, it's ours. From intern conversion programs to on-campus recruiting to workforce education programs, we support those who want a great career improving the world through technology.

Since its founding, Panasonic has been committed to making positive contributions to our world and society. In the last few decades, this has included setting itself amongst the global leaders in developing sustainable technology. As the impacts of climate change have become more severe and detrimental around the world, it has become clear these investments are not enough. That's why we're changing the way we operate - from creating more sustainable business practices, products and solutions to helping our customers and business partners integrate sustainable technologies in their projects. We're committed to leading the systemic changes necessary to address the urgency of the climate crisis - deepening our commitment to sustainability.

At Panasonic, we believe that to drive our business to continued heights for all people, our business practices and our contribution to society must be rooted in diversity, equity, and inclusion. We foster an environment in which everyone can share their voice and talents, in a safe space, where they have the opportunity and resources to fully realize their potential. To achieve this, the company has committed to developing and realizing programs, tools and processes that ensure a diverse, equitable and inclusive environment for our employees, in turn benefiting our partners, customers and communities we serve.

Our "Basic Management Policies" - our business objectives and general approach to our activities - remain unchanged at the core of our company, no matter how the times may change and the scale and nature of our operations may transform.

We are promoting co-creation activities to solve social issues in three steps, shared knowledge, circulation of

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knowledge, and network creation, under IP Department purpose "Circulating intangible properties, transforming them into value, and making the world happier".

Panasonic (?????, Panasonikku) is an international brand name for Japanese electric products manufactured by Panasonic Corporation (formerly Matsushita Electric Industrial Co., Ltd.). Under this brand, Panasonic sells plasma and LCD display panels, DVD recorders and players, Blu-ray Disc players, camcorders, telephones, vacuum cleaners, microwave ovens, shavers, projectors, digital cameras, batteries, laptop computers, portable CDs, analog tape decks and home stereo equipment, electronic components, and semiconductors, all of which are marketed under their slogan, "Ideas for Life."

The brand Panasonic was created by Matsushita in 1955, for use in the U.S., Canada, and Mexico, where the brand name National had already been registered by other companies.[1] The name was created by combining "pan"; meaning "all"; with "sonic"; meaning "sound"; and was first used as a brand for audio equipment.

In January 2008, Matsushita announced it would change the company name to Panasonic Corporation, effective October 1, 2008.[2] Non-audio/visual products (mostly home appliances) currently branded "National"; in Japan will be marketed under the Panasonic brand.

After realizing that there was no efficient lamp for the millions of bicycles in Japan, Matsushita designed one in 1923. Although not an immediate success, his "bullet lamp" eventually became the industry standard and many people even bought them to replace traditional kerosene lamps in their homes. In 1927, Matsushita began using the trademark "National"; on his bicycle lamp. He advertised his products in national newspapers, a form of marketing unusual for Japan in the 1920s.

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