



Porsche Consulting THE MAGAZINE

No. 20, October 2019

Publisher

Eberhard Weiblen
Chairman of the Executive Board
Porsche Consulting GmbH

Editor-in-Chief

Heiner von der Laden
Director Communication and Marketing
Porsche Consulting GmbH

Project management/Editorial office

Maren Eitel
Communication and Marketing
Porsche Consulting GmbH

Production

Axel Springer Corporate Solutions

Cover Photo

Vincent Rosenblatt

Porsche Consulting GmbH

Porschestraße 1
74321 Bietigheim-Bissingen
Deutschland
Tel: 0711/911-12001
Fax: 0711/911-12203
E-mail: kontakt@porsche-consulting.com
Website: www.porsche-consulting.com

Printing

optimal media GmbH

All rights reserved.

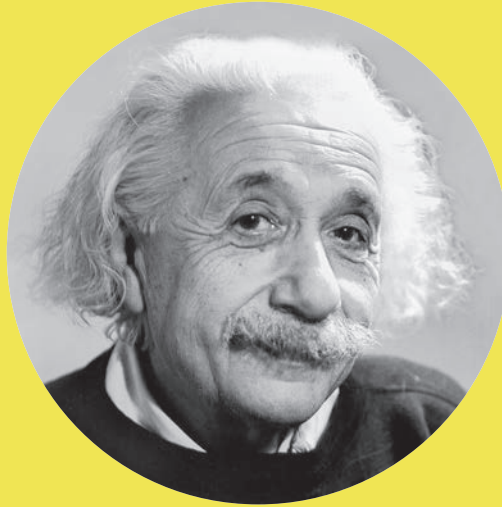
Reproduction, even of extracts, only with the approval of the publisher.

No liability can be accepted for photographs, slides, videos, or manuscripts sent in.

Porsche Consulting GmbH is a subsidiary of Dr. Ing. h.c. F. Porsche AG, Stuttgart



How the Great See the Small



“There are no great discoveries or advances, as long as there is an unhappy child on earth.”

ALBERT EINSTEIN

(1879-1955)

This Swiss mathematician and physician formulated the theory of relativity ($E = mc^2$). He received the Nobel Prize in Physics in 1922 for his work on the photoelectric effect. Some of his theoretical work could only be confirmed in recent years, such as his prediction of the curvature of space-time.

“Give the children love, more love, and still more love—and the common sense will come by itself.”

ASTRID LINDGREN

(1907-2002)

This Swedish author was immediately successful with her first work, *Pippi Longstocking*. It has been translated into fifty-seven languages. Later works included *The Children of Noisy Village*, *Karlsson on the Roof*, and *Emil of Lönneberga*. Her seventy books have been sold a total of more than 145 million times.



“There can be no keener revelation of a society’s soul than the way in which it treats its children.”

NELSON MANDELA

(1918-2013)

This lawyer, civil rights activist, and politician was the first black president of South Africa. He was instrumental in bringing an end to apartheid and advancing the rights of black people. He and Frederik de Klerk received the Nobel Peace Prize in 1993.

