

Conglomerate Structure

Office Products

ACCO office supplies
Swingline staplers
Day-Timers personal organizers

Golf Products

Titleist golf balls
Foot-Joy golf shoes
Cobra golf clubs

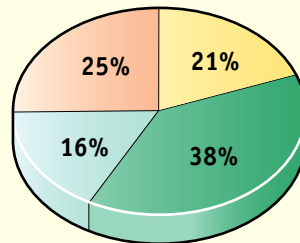
Home Products

Moen faucets
Master Lock
Waterloo toolboxes

Spirits and Wines

Sales by Category

Home Products	38%
Office Products	25%
Spirits and Wines	21%
Golf Products	16%



Source: <http://www.fortunebrands.com>, 2001

Using Charts A conglomerate is a firm that has at least four businesses, each of which makes unrelated products and none of which is responsible for a majority of its sales. Fortune Brands is an American conglomerate with a wide range of products. About 25 percent of Fortune Brand’s sales come from international sales. **How does a conglomerate differ from a multinational?**