

# 139 db wk4 ed

Business



**ASSIGN  
BUSTER**

Cirque du Soleil Success of Cirque du Soleil Guy Laliberté, the founder of Cirque du Soleil has risen from the grass roots. He, along with his troupe, used to entertain people on the streets. From a humble beginning, Cirque du Soleil grew steadily to become a \$500 million company. Cirque du Soleil bucked the trend of decline in the circus industry to register significant increase in revenue during the last decade.

The success has transcended geographical boundaries due to Cirque du Soleil's potency to entertain people from different cultures. The company benefits tremendously from its diverse workforce that belongs to 40 different countries. The camaraderie, team work and interdependence amongst employees ensure that the performances reflect varied cultures and are nothing short of spectacular (Berson).

Cirque du Soleil's mission is to ' provoke the senses and to evoke the emotions of people around the world' (Cirque du Soleil). The employees put in their best and strive to develop new acts and performances to entertain customers from different regions. This unrelenting commitment to innovation has been instrumental in Cirque du Soleil's success.

#### Good Corporate Citizen

It is important for Cirque du Soleil to be a good corporate citizen to attain international goodwill and build a loyal set of customers. Ethnocentrism plays a pivotal role in enabling the company discharge its corporate social responsibility. The management of Cirque du Soleil believes that the world can be made a better place. The company strives to build win-win situation with all stakeholders including employees, customers and neighbors. It draws inspiration from its own artistic and cultural diversity (Cirque du Soleil). Cirque du Soleil respects the law of the land and treats each culture

with respect and dignity.

#### Works Cited

Berson, Misha. Cirque Du Soleil'S ' Kurios' Thrills In Steampunk Mode. The Seattle Times 2015. Web. 1 Feb. 2015.

Cirque du Soleil,. Cirque Du Soleil | Discover Our Shows, Tour Plan & Buy Tickets Online. N. p., 2015. Web. 1 Feb. 2015.