

ADOBE RANKED AT TOP BY FORBES AS ONE OF THE BEST PLACES TO WORK



Adobe Systems Incorporated is known for digital marketing, tools for web content, and digital media. Its products are used by creative individuals all over the world. In advertising and marketing, people get ahead with Flash, Photoshop, and Acrobat software products. Now the company offers Adobe Marketing Cloud, a single service that includes analytics, social media, advertising, targeting, and web experience management. There is a real-time dashboard that brings an advertising or marketing campaign together. In 2011, the company saw 300 employees earn patents. The company has been ranked high as one of the best places to work consistently in Forbes. Headquartered in San Jose, CA, the company has three buildings. What may make Adobe a great place to work may be simple and traditional amenities such as individual workspaces or offices. Unlike start-up environments where people sit at desks that face each other, and may not have the ability to concentrate, or have to wear headsets in order to drown out the office noise with music, Adobe offers many employees their own offices, even when they are not high ranking employees. The San Jose, CA campus is in the heart of downtown, where employees can enjoy shopping or eating at restaurants of a variety of food choices. For those who work late, the company offers dinners Mondays through Thursdays each week, at no charge. The meals are hot and come with a variety of servings for both meat lovers and vegetarians. The company generously offers free sodas, oatmeal, daily snacks, and fruits. Each floor in its buildings in San Jose has its own break area, with some including big screen televisions so employees can keep up with the news and sports. The company offers many events for employees to socialize, such as scavenger hunts, department quarter-end luncheons, and outings for yogurt. These events help employees bond and exchange ideas. Perhaps with the exchange of ideas between employees, people learn more about how to help their Adobe customers. Content built and optimized with Adobe products are everywhere. They are seen in websites, video games, and smartphones. Adobe achieved revenue of US\$4.2 billion in 2011. In October 2012, there was a reception to celebrate Adobe's sponsorship of a unique exhibition in New York. At the Metropolitan Museum of Art was Faking It: Manipulated Photography Before Photoshop. The exhibition traced the history of methods to modify camera images such as smoothing away wrinkles, slimming waistlines, and adding individuals to a scene.

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