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life insurance available to working-class citizens. The company has been built on its life insurance and asset management expertise.³¹ Prudential's logo, The Rock of Gibraltar, is one of the most recognized corporate symbols in the world.

The company offers life insurance, annuities, mutual funds, pension- and retirement-related investments, administration and asset management, securities brokerage services, and commercial and residential real estate in most U.S. states. It employs nearly 40,000 workers and comprises about \$450 billion in total assets. Prudential's headquarters remains in Newark to this day, but the company has expanded its enterprise around the world, including to countries in Asia, Europe, and Latin America. With services offered in more than 30 countries worldwide and \$2 trillion of life insurance held, Prudential is a globally successful brand.