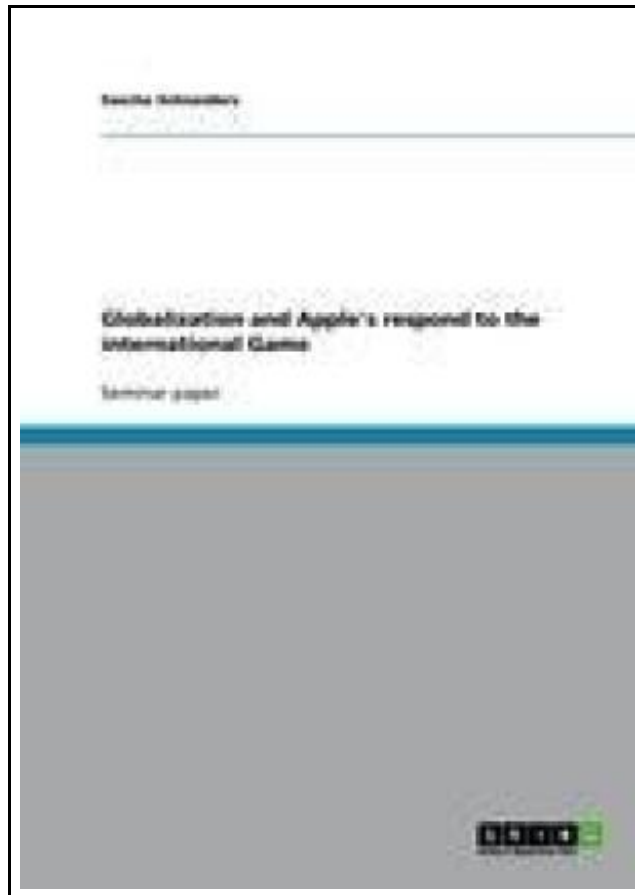


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Reviews

Thorough guide for ebook lovers. I am quite late in start reading this one, but better then never. Its been designed in an remarkably straightforward way which is simply soon after i finished reading this publication in which actually altered me, affect the way i think.

(Gunner Labadie)

GLOBALIZATION AND APPLE'S RESPOND TO THE INTERNATIONAL GAME



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GRIN Verlag Sep 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Economic Policy, grade: 1,5, Leeds Metropolitan University, language: English, abstract: Globalization is a defining word of our age and the way in which we live. It affects people, companies, their workforce and consumers. Globalization affects all aspects, not just of the corporate world, but transactional and cultural relationships generally. And as a consequence it affects how we live and how we interact, no matter where we live. This is background wherefore it has a great impact on our life and how we interact, no matter where we live. The study of transaction takes place in form of trade across national borders for the purpose of satisfying the needs of individuals and organizations. According to Milton Friedman, it is now possible to produce a product anywhere by a business located anywhere, using resources from anywhere, to be sold anywhere. (Roosa, 2008, p.182) All Apple products, as well as the Ipad, are developed, designed and market in house by Apple's headquarter located in Cupertino USA, but simultaneously outsourced the remaining four hundred plus intermediate components to both domestic and international subcontractors. The story of internationalization starts with the microchip that makes the music player go. It is subcontracted by another Silicon Valley company called Portalplayer which outsourced the microchip's production to Taiwan. Even the operating Software is written by engineers in India which are cheaper than their American Colleagues. Together with the Ipad's fabulous operating system which makes the product easy to use, the microchip is sent to a warehouse located in Hong Kong until the component is delivered to Apple's outsourced production plant...



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