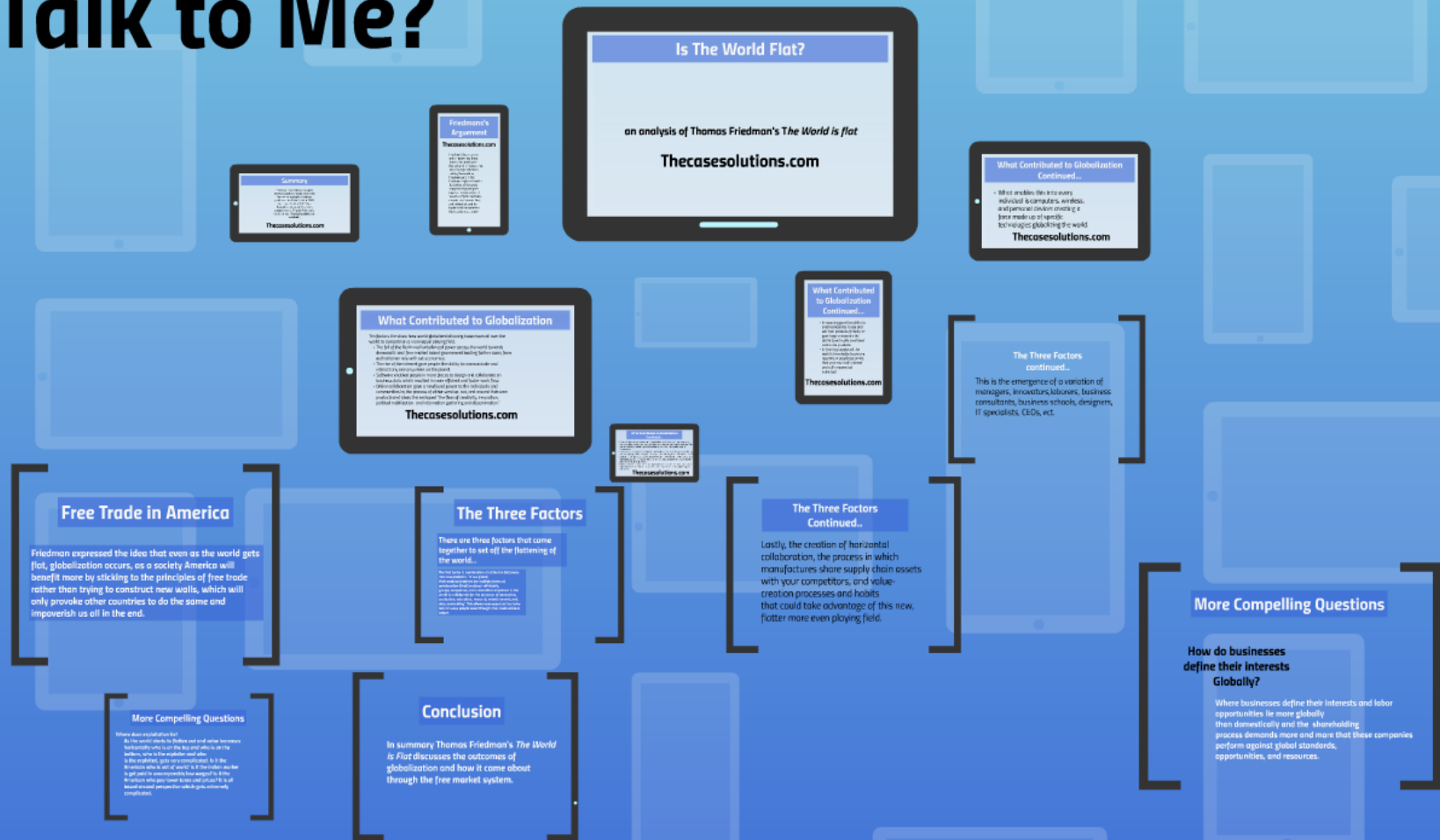




# Ruma's Fruit and Gift Basket World: Will Dad Ever Talk to Me?



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# Is The World Flat?

an analysis of Thomas Friedman's *The World is flat*

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# Summary

Thomas L. Friedman is an a world renowned author and columnist with five bestselling books. Friedman publishes *The World is Flat* in 2005 and it became New York Times Bestseller and one of Friedman's greatest works. Through Friedman's works he has influenced globalization drastically.

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# Friedman's Arguement

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Friedman's book can be broken down into three phases the world went through and ten forces that influenced globalization making the world as Friedman puts it, flat. Friedman explains how the 'flattening' of the world happened beginning the twenty-first century and how this effects countries, companies, communities, and individuals and he explains the adaptations that society must make.

# What Contributed to Globalization

Ten factors that show how the world globalized allowing businesses all over the world to compete on a more equal playing field.

- The fall of the Berlin wall unbalanced power across the world towards democratic and free-market based government leading farther away from authoritarian rule with set economies.
- The rise of the internet gave people the ability to communicate and interact any one anywhere on the planet.
- Software enabled people in more places to design and collaborate on business data which resulted in more efficient and faster work flow.
- Online collaboration gave a newfound power to the individuals and communities by the process of either send up, out, and around their own products and ideas this reshaped "the flow of creativity, innovation, political mobilization, and information gathering and dissemination."

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## What Contributed to Globalization Continued...

- Online collaboration gave a newfound power to the individuals and communities by the process of either send up, out, and around their own products and ideas this reshaped "the flow of creativity, innovation, political mobilization, and information gathering and dissemination."
- Outsourcing takes a specific, but limited, function that a company is doing alone and having another company do that same function for you then combining their work back into company.
- Off shoring manufactures the same product in the same way every time with cheaper labor, lower taxes, subsidized energy, and lower health-care costs located in other countries then taking it into global supply chains.
- Supply chains allows collaboration among suppliers, retailers, and customers which creates value. This results in common standards between companies and more a efficient global collaboration.

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# What Contributed to Globalization Continued...

- In-sourcing gave the ability to small companies to see and sell their products globally, and gave large companies the ability to act really small and customize products.
- In-forming supplies all the world's knowledge to anyone resulting in people becoming their own self-directed and self-empowered individual.

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## What Contributed to Globalization Continued...

- What enables this into every individual is computers, wireless, and personal devices creating a force made up of specific technologies globalizing the world.

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