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# Mudra Communications

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# What is a Global Network?

- A global network is any communication network which spans the entire Earth.



# Such as...

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- Cellular Communication
- Radio Communication
- Video Communications
- International Mail
- Email
- Television
- Social Networks
- Submarine Cables
- Satellite Communication
- Internet



# When and Where Did This First Occur? [Thecasesolutions.com](http://Thecasesolutions.com)

- The very first global network that was established was electrical telegraphy (also known as Morse code), which was developed in 1835 by Samuel Morse at the University of New York. Over time the forms of communication evolved and global networking became more sophisticated.



# Who Were Important People Involved?

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- As time progressed and more forms of global networking were developed, more and more companies and countries were getting involved with the newer forms of communication, such

as:

- Satellite communication companies
- International mailing systems
- Mobile communication companies



# Alternatives to This Innovation...

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- No there were no alternatives to this innovation, unless someone was to travel to their desired location to deliver the message by word of mouth. Through the invention of Morse code it opened a pathway for further contributions to the world of global communications.

## Obstacles Included:

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- Increasing awareness of the new circumstances
- Slowness of the product
- Competing companies (why theirs were "better" than others)
- Developing a policy
- Promoting sustainability in popular culture
- Open innovation may increase the risk of leakage of proprietary knowledge and involuntary spill-overs



# Conditions Upon Introduction Included:

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- Became easier to communicate nation wide (e.g. telephone, video messaging, social networking)
- Entertainment was now at our finger tips
- Instant connection throughout the world
- Further studies (space)
- Created a number of various jobs