

# Wilford Brimley and Direct Response Advertising at PolyMedica Corporation Case Solution

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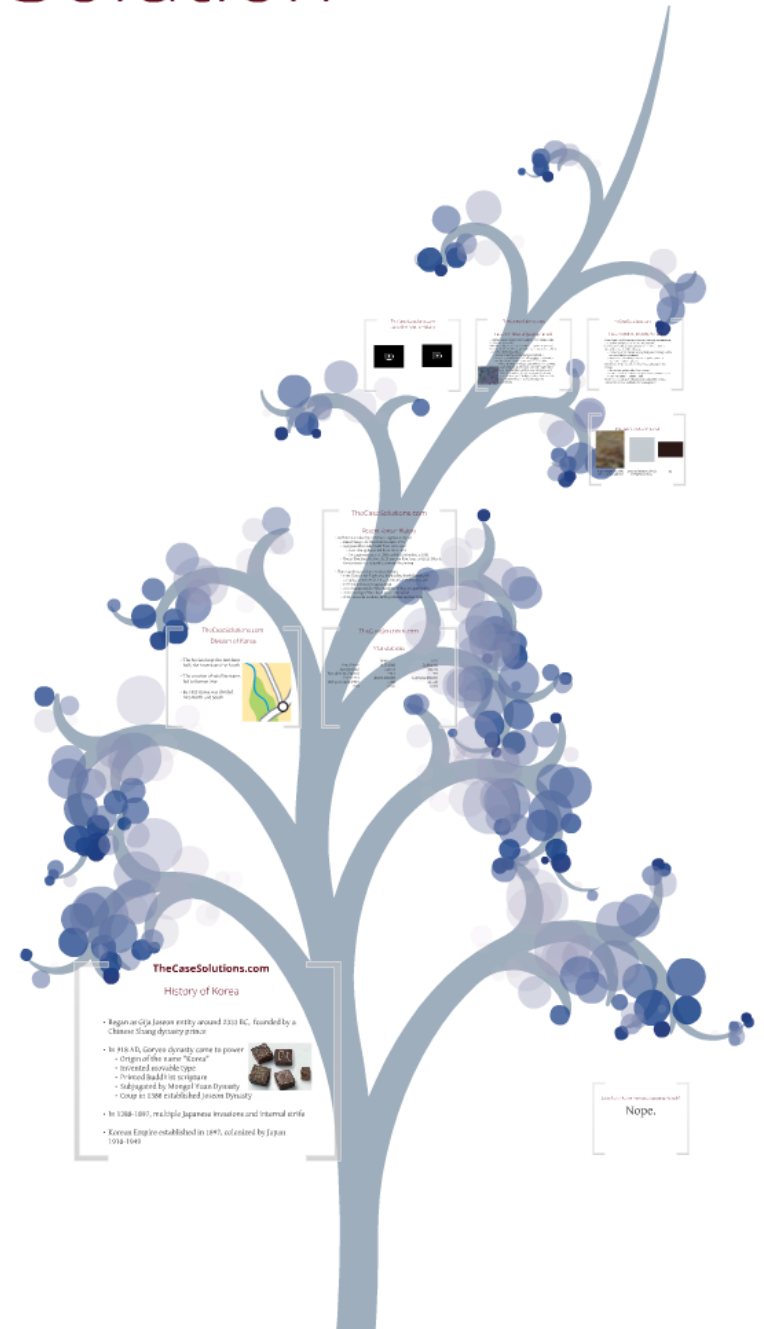
## References

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History of Korea

- Region of Gija (Japan entry) around 700 BC, founded by a Chinese Shang Dynasty prince
- In 1910 AD, Korea colony came to power
- Origin of the name "Korea"
- Invented movable type
- Invented Buddhist scriptures
- Subjugated by Mongol Yuan Dynasty
- Gwan in 1392 established Joseon Dynasty
- In 1910-1945, multiple Japanese invasions and internal strife
- Korean Empire established in 1897, colonized by Japan 1910-1945

## Vital statistics

	DPRK	ROK
Population	24,554,000	50,004,441
Area (sq km)	120,540	100,210
Pop. density (/sqkm)	198.3	491
GDP (PPP)	40,000,000,000	1,687,000,000,000
GDP per capita (PPP)	1,800	33,580
HDI	0.766	0.909

## History of Korea

- Began as Gija Joseon entity around 2333 BC, founded by a Chinese Shang dynasty prince
- In 918 AD, Goryeo dynasty came to power
  - Origin of the name "Korea"
  - Invented movable type
  - Printed Buddhist scripture
  - Subjugated by Mongol Yuan Dynasty
  - Coup in 1388 established Joseon Dynasty
- In 1388-1897, multiple Japanese invasions and internal strife
- Korean Empire established in 1897, colonized by Japan 1910-1949



## Division of Korea

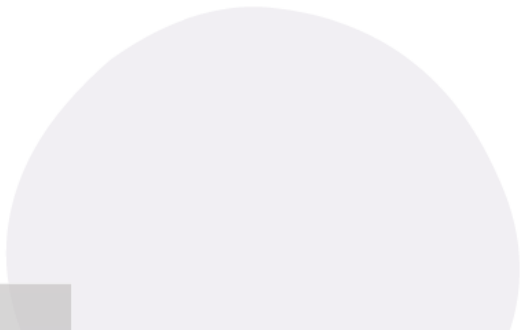
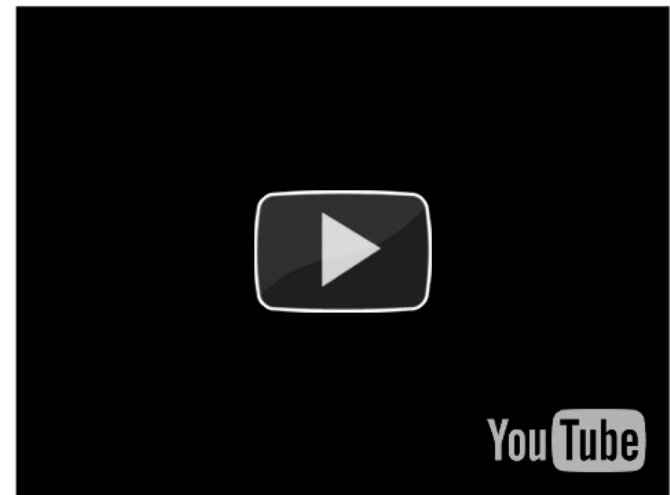
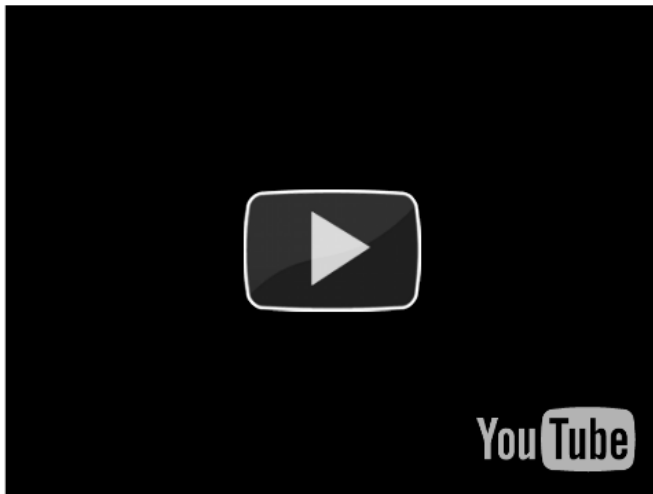
- The Soviets kept the northern half, the Americans the South
- The creation of satellite states led to Korean War
- By 1953 Korea was divided into North and South



## Recent Korean History

- Both Koreas ruled by dictatorial regimes early on
  - Kim il-Sung ruled North Korea until 1994
  - Syngman Rhee ruled ROK from 1948-1960
    - Park Chung-hee ruled from 1961-1979
    - Gwangju massacre of 1980 ended dictatorship in ROK
  - Under Kim Jong-il (1994-2012) and son Kim Jong-un (2012-) North Korea remains an autarkic command economy
- Flare-ups between the two sides include
  - 1983: Korean Air Flight 858, bombed by North Korea while carrying a member of the U. S. House of Representatives
  - 1999: First Yeonpyeong incident
  - 2000: Inauguration of the Sunshine Policy, six-party talks
  - 2010: Sinking of the Cheonan, an ROK vessel
  - 2013: Tensions escalate, DPRK performs nuclear tests

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...and the rest is history



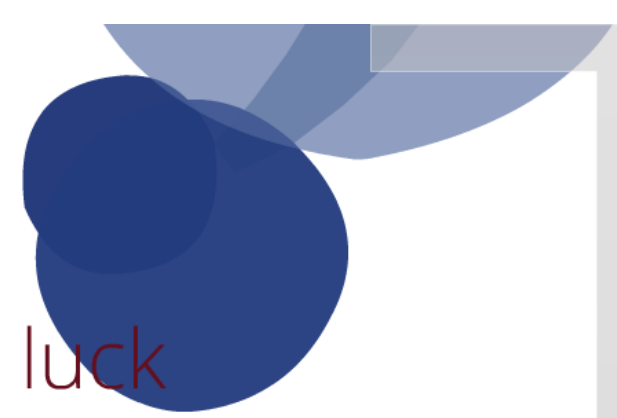


## Factors in favor of geographic luck

- Contains several large rivers (Taedong, Yalu, Tumen, Injin)
- Little seismic activity
- Relatively high precipitation (>600 mm/year everywhere)
- Located in the Old World, giving it easy access to rice, wheat, and other domestic animals
  - Had large numbers of rice farms in particular
  - According to Malcolm Gladwell's *Outliers*, rice farming can help to build intelligence and self-discipline.
    - Wheat farming in Europe came with a short growing season and plenty of breaks. Rice farming involves hard, backbreaking work for over 350 days a year.
    - Gladwell identifies this as the reason why Asians appear to be more "intelligent" than their peers-it's just a hard work ethic passed through the generations.







## Factors against geographic luck

- Korea (and North Korea in particular) is mostly mountainous, and arable land plots are few and far between.
- Located near China, Japan, and Russia, all of which have invaded or occupied it in the past.
  - These countries remain major global powers today, and do not have the best relations.
  - Any conflict involving Korea could quickly involve regional and global players.
- Borders South Korea, which is heavily guarded by NATO troops
  - Has less arable land than South Korea
  - South Korea has far more precipitation than North Korea
  - 'MURRICA!!
- Broken to nonexistent infrastructure and public services outside the capital, and bad water management