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Globalization and Apples Respond to the International Game

By Sascha Schneiders

Grin Verlag. Paperback. Condition: New. 64 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. 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, its 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 Ipod, are developed, designed and market in house by Apples headquarter located in Cupertino USA, but simultaneously outsourced the remaining four hundred plus intermediate components to both...



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