Why you should take notes by hand - not on a laptop

Source: http://www.npr.org/2016/04/17/474525392/attention-students-put-your-laptops-away

The players: corporations vs. nations (2012)

IB is not just about big MNCs
The U-Lace Case: A local company was “born global”

The Geographic approach: Spatial patterns
Shifting patterns of trade and investment and the New International Division of Labor

Outward FDI Flows, 1980 vs. 2000

Global Distributors:

The Geographic approach: Spatial patterns
The Why of Where
The Geographic approach: Spatial patterns

Spatial patterns over time

BlackBerry’s Pie Slice
Research In Motion’s first-half smartphone market share

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S.</th>
<th>Other</th>
<th>Indonesia</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>53%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>2010</td>
<td>35%</td>
<td>34%</td>
<td>47%</td>
</tr>
<tr>
<td>2011</td>
<td>13%</td>
<td>47%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Canals.

Blackberry in Indonesia
Units sold

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td>8,300</td>
<td>263,358</td>
<td>1.3 million</td>
<td>2.5 million</td>
<td>2.45 million</td>
<td>1.5 million</td>
<td>305,585</td>
</tr>
</tbody>
</table>

Market share

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2013</th>
<th>2014*</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.6%</td>
<td>11.1%</td>
<td>33.7%</td>
<td>43%</td>
<td>36.1%</td>
<td>13.5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: IDC. * First half of the year

The Geographic approach: Scale and place

State Globalization Scores

- 100th-76th percentile
- 75th-51st percentile
- 50th-26th percentile
- 25th-1st percentile

Source: John Sopinski/The Globe and Mail.
The Geographic approach: An interdisciplinary discipline (And, don’t forget the local)

The Global Business Environment

The Global Business Environment and U.S. Peanut Farmers

Issue: Change in U.S. Peanut Export Pattern

1st half of 2006, Russia doubled its total 2005 imports of U.S. peanuts

Argentina’s poor crop

Russia’s rising affluence

Change in Russian tariffs

USDA price regulation

The Global Business Environment

The Geographic approach: An interdisciplinary discipline (And, don’t forget the local)

The Global Business Environment

The Geographic approach: Beyond the firm