

**Written Assignment # 1: Due Tuesday February 19, 2008**

Using one or more of the frameworks presented in class,

- 1) discuss the degree of globalization of the industry of your firm (or a firm of your choice) and how this global scope has changed over time,
- 2) discuss the competitive advantages that your firm (firm of your choice) gains from the resources in its home country and/or another country or countries where it conducts significant activities.

4 pages, double-spaced, plus up to 3 figures. Be sure to refer to the figures in your text.

The following “generic outline” may help you get going:

In this paper I examine the context for the internationalization of firm ABC in the XYZ industry. I first examine the degree of globalization of the XYZ industry. The XYZ industry is dominated by global firms... The reasons for this are quite clear and can be illustrated using the four dimensions of the "globalization diamond."....

or

The XYZ industry is an interesting mix of global, continental and national firms. Further, some of the global or continental firms are "international," with core activities concentrated in their home countries, while others are multi-domestic or transnational...

or

The XYZ industry is largely domestic, and only ABC and XXX are significant international players...

ABC benefits substantially from its "home resource" diamond.... However, other countries have significant advantages in some dimensions ... As a result; ABC has constructed a virtual diamond that combines....