Thomas Friedman: ***The World is Flat***

Went to Bangalore to view outsourcing from another point of view, asks a guy who does taxes, how/why does he do this, what happened (that allows you to do 400,000 American tax returns), the guy responds “the **global economic playing field** **is being leveled** and you American’s aren’t ready”. It is being flattened = the world is flat, it is great achievement of today.

Chapters 1-3 while you were sleeping

Columbus was to find India for spices, Friedman went east

10,000’s Japanese speaking Chinese people are used for work

jet blue airlines uses work at home business model

McDonalds take your photo then sends it to be analyzed then send it back

**3 eras of Globalization**

1. = (1492-1800 CE), countries globalizing, colonization & imperialism
2. = (1800s-2000s), world size medium to small, *companies globalizing* & labour
3. = (2000 – current), world size small to tiny, flattening, new about this era is it is built upon individuals globalizing & small groups globalizing (think & locate globally), no longer white Europeans dominating

chapter2

**the 10 “flattening”** **factors**:

1. 11/9/89 = Berlin wall fell, it allowed the world to be seen at a flat plane, before then it was east policy/west policy/etc. Microsoft Windows came up, operating system happened at same time
2. 8/9/95 = small start up, Netscape went public, huge flattener for 3 reasons: browser brought internet alive not just for computer people could use, connect to others, 2, commercialized standard protocols, 3, started the dotcom bubble, the over investment in fiber-optic cables, made China, Bangalore become neighbors. The world bought bunch of companies that laid down under sea fiber optic cables, once its laid it just needs to be kept up with and make more. Allows us to connect more people to each other
3. workflow, all software & standards, applications didn’t connect to each other but the 90s changed that = revolutionalized, people can work together on more stuff than ever virtually. **Genesis moment** = (people working together on software + software allowing people to work together = Global collaboration & connection more than ever before).
4. Outsourcing, new form of collaboration based on computer workflow
5. Offshoring, China joins global production
6. Open sourcing, verb, new collaboration working on Linux OS, etc. its hard to beat free software, Firefox browser (USA + New Zealand collaboration)
7. Supply chain, Wal-Mart, world supply chain sufficiency, 1 item goes another is made to replace. Wal-Mart makes nothing, just supplies
8. In-sourcing, UPS, not just delivering packages, internal logistics. [take broken laptop to UPS store, they send it to UPS Hub in Kentucky, that laptop is repaired by a UPS employee in an airline hanger (clean room), never goes to Tobisha allows it to happen.
9. Informing, Google, search, inform yourself. TiVo is an example.
10. The steroid: wireless, file-sharing, can do all 6 flatteners with others

Chapter 3: triple convergences came together

**First convergence**:

All 10 flatteners together in 2000, informing helped the outsourcing which helped offshoring, etc. created the Flat World, web enabled of sharing knowledge of work regardless of time/area/distance/geography/language = platform explains much of the world today. More people can plug in and can play

2nd convergence:

we need to learn horizontal approach to this new platform, who you connect & collaborate with is the new platform. Electricity changed how buildings were built, then management had to change, workers then later the productivity boost. Same goes for now. Buying airline tickets has changed seat selection, all the people that have the best/better seats printed their tickets from home (unlike Friedman who did it all at the airport), no longer a need for person to person, then no longer a e-ticket booth terminal, which then made the customer an employee of the airline company (especially if you value your time).

3rd convergence:

3 huge economies (India, China & Russia) open up, 3 Billion people can now plug & play cheaply (10% of the 3 Billion = 300 million actually can plug & play in the world online). Vertical to horizontal change

perfect storm = 9/11 (terrorism) + Enron (all CEOs = guilty) + dotcom bust (thinking globalization is over)

>>>>> there is no such thing as ‘An American job’ anymore, the world is equal (flat)