1. Summarise the ways in which the global economy influences the five competitive forces.
2. Explain how size and complexity change the cost of competitive strategy. Do governments have a role?
3. Describe what the size of the global economy means to differentiation.
4. Explain what types of information technology systems companies can use to be competitive. How do these systems help?

Go Cloud

There was a time when Google provided the concept of Cloud Computing, many people seen this as a speculation like old wine in new bottle. However, nowadays, Information Technology industry has totally already accepted it and watched the huge influence towards economy and society. So what’s Cloud Computing and how it affects current and afterwards industry, economy and society?

By the economy recession as the Internet bubble crashed in 2002, Google representing a series of Internet Companies quickly ascended, meanwhile, the burden of challenging Microsoft’s business model had fallen on it. Instead of providing simple service as before, Google was seeking different ways to replace client-applications to online-services. By merging Keyhole, Google successfully moved original client-side 3D earth service to online, afterwards, this became very the famous Google Earth. By merging Picasa, Google replaced the client-side picture editing products like Photoshop with online service as well. Surely, by the advent of Google Docs, Google changed the users’ docs editing habits from Office to online. Since then, without Office, Photoshop, users can truly rely on the online services to do daily tasks. But what’s Cloud Computing, we can shed light on the three companies Google, IBM and Amazon, which proposed this concept initially. For IBM, its business model is “IaaS”, Infrastructure as a service, that means to sell computing infrastructure like virtual machines and other resources as a service to subscribers. For Amazon, besides its e-commercial website, it provides the services like Web Hosting to cater to the needs of sellers’ websites hosting, even for someone else who wants to setup personal website. It’s called “PaaS” Platform as a service. PaaS offers a development environment to application developers, like toolkit and databases, etc. As the concept of Amazon is different from IBM’s, but there is no confliction, which means IBM can be a server vendor to Amazon if the price is reasonable. On the other hand, Google is also the earliest company developing Cloud Computing, its original goal is to enlarge the search engine’s capability for itself. However, by the business being scaled up and competition against Microsoft becoming more and more fierce, Google gradually moved the local client-side applications to online. This can be referred to as “SaaS”, Software as a Service, also can be known as “on-demand software”. In this model, users access the software from cloud clients and all data can be stored in cloud and can be shared any place where there is network available. First, Cloud 共享

If we say Web 2.0 is an evolution, then Cloud computing can be seen as a completely revolution, a colossal technology development wave. Once upon a time, people believed the dominancy of Microsoft and Intel in PC epic cannot be shook, no matter in terms of technology or law. However, coming with the advent and prevalence of Cloud Computing, the WinTel(Windows+Intel) even shakes by itself.