Chapter 9 Questions

1. Two reasons behind the globalization trend are e-business and the growth of the internet.
2. The internet can simplify communication, improve business relationships, and offer new opportunities to both consumers and businesses.
3. Three recommendations for making a website more global are currency conversion, website presented in one of the seven most-used languages, and keeping cultural variations in mind.

8. Four obstacles for GIS are business opportunities in the global marketplace must be identified, the organizations investment in a GIS must be justified, personnel must be screened for technical and business expertise, and migration to the GIS needs to be coordinated.