

BUILDING SKILLS FOR CAREER SUCCESS

1. EXPLORING THE INTERNET

A popular question debated among firms actively involved on the Internet is whether or not there exists a truly global Internet-based customer, irrespective of any individual culture, linguistic, or nationality issues. Does this Internet-based universal customer see the Internet and products sold there in pretty much the same way? If so, then one model might fit all customers. For example, although Yahoo.com translates its Web pages so that they are understood around the world, the pages look pretty much the same regardless of which international site you use. Is this good strategy, or should the sites reflect local customers differently? Visit the text website for updates to this exercise.

Assignment

1. Examine a website such as Yahoo's (www.yahoo.com) and its various international versions that operate in other languages around the world. Compare their similarities and differences as best you can, even if you do not understand the individual languages.
2. After making your comparison, do you now agree that there are indeed universal Internet products and customers? Explain your decision.

2. BUILDING TEAM SKILLS

The North American Trade Agreement among the United States, Mexico, and Canada went into effect on January 1,

1994. It has made a difference in trade among the countries and has affected the lives of many people.

Assignment

1. Working in teams and using the resources of your library, investigate NAFTA. Answer the following questions:
 - a. What are NAFTA's objectives?
 - b. What are its benefits?
 - c. What impact has NAFTA had on trade, jobs, and travel?
 - d. Some Americans were opposed to the implementation of NAFTA. What were their objections? Have any of these objections been justified?
 - e. Has NAFTA influenced your life? How?
2. Summarize your answers in a written report. Your team also should be prepared to give a class presentation.

3. RESEARCHING DIFFERENT CAREERS

Today, firms around the world need employees with special skills. In some countries, such employees are not always available, and firms then must search abroad for qualified applicants. One way they can do this is through global workforce databases. As business and trade operations continue to grow globally, you may one day find yourself working in a foreign country, perhaps for an American company doing business there or for a foreign company. In what

foreign country would you like to work? What problems might you face?

Assignment

1. Choose a country in which you might like to work.
2. Research the country. The National Trade Data Bank (NTDA) is a good place to start. Find answers to the following questions:
 - a. What language is spoken in this country? Are you proficient in it? What would you need to do if you are not proficient?

- b. What are the economic, social, and legal systems like in this nation?
 - c. What is its history?
 - d. What are its culture and social traditions like? How might they affect your work or your living arrangements?
3. Describe what you have found out about this country in a written report. Include an assessment of whether you would want to work there and the problems you might face if you did.