Part 1 (Macro View). The Flat World Swung Open: Now WE-ALL-LEARN with Web Technology

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The Ten Forces that Flattened the World

Triple Convergence: (1) new economic players, (2) playing fields, and (3) processes.

- 1. 11/9/89: Berlin Wall came down
- 8/9/95: Netscape went public
- Work Flow Software (e.g., PayPal and eBay)
- Open-Sourcing (Self organ collab communities; Mosiac, Apache, Wikipedia, Linux, Mozilla)
- Outsourcing (Y2K)
- Offshoring (e.g., China, Mexico, Thailand) Supply-Chaining (e.g., Walmart) Insourcing (UPS fixing Toshiba laptops)

- In-forming (e.g., Google, Yahoo!, MSN Web Search)
 The Steroids: Digital, Mobile, Personal, and Virtual
 (wireless, file sharing, VoIP, video camera in phone)





































































































































































