



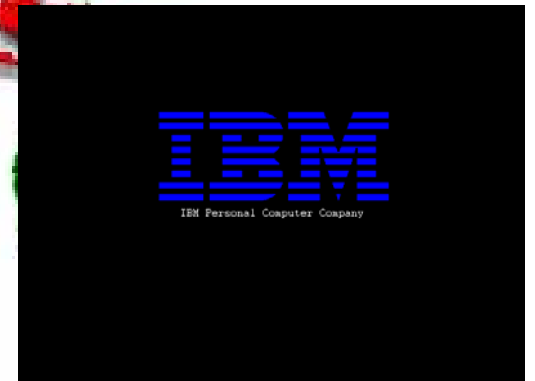
Allia's globaliXXation magazine

 First World

 Second World

 Third World

WORLD TRADE ORGANIZATION



Silicon Valley

It was in 1971 that the name Silicon Valley was used for the first time. Journalist Don Hoefler used that term in a couple of articles in Electronic News, a weekly industry tabloid, about the semiconductor-industry around Palo Alto. Ralph Vaerst, then president of Ion Equipment suggested the term to Hoefler.



How it all started at Stanford

In order to understand what happened some knowledge of the history of Stanford is needed.

Stanford University was founded in 1891 by Governor Leland Stanford at his domain nearby 'El Palo Alto' (the high tree) in the memory of his son Leland Stanford Junior. During its' hundred years of existence Stanford has become one of the best American Universeities.

How the silicon came into the valley

In 1955 Stanford graduate student Dr. William Shockley founded Shockley Transistor, together with some talented young scholars from the East Coast. He had developed a transistor at the Bell Laboratory based on the principle of amplifying an electrical current using a solid semiconducting material. The concept was based on the fact that it is possible to selectively control the flow of electricity through silicon, designating some areas as current conductors and adjacent areas as insulators. This principle gives meaning to the term "semiconductor". A suitable alternative for the commercially unreliable vacuum tube. Tubes carried out the essential task of voice amplification, electromechanical circuit switching and other functions involving the regulated conduction of electrical current. The resultant discoveries combined to form the basic concept behind the transistor, the compact electrical "transfer resistor" that was to power the coming High Tech Revolution.

The PC revolution

Meanwhile in March 1975 some students studying technology related subjects (techies) formed the Homebrew Computer Club in Menlo Park to experiment with building home computers.

In 1982 International Business Corporation (IBM) entered the personal computer market. With the power of "Big Blue" the PC quickly began to dominate the playing field. The IBM PC had a disk operating system (DOS developed by Microsoft) that became an industry standard. Hewlett Packard had launched its first PC in 1980. Steadily improving microprocessors triggered a related explosion of other peripherals: printers, modems, disk drives, interlinked networks, equipment for building chips, video games, computer-assisted design. The early eighties were that way dominated by microcomputer expansions.

From Silicon Valley towards Internet Valley ?

As I described in paragraph 1.5 American firms had controlled the semiconductor memory market throughout the 1970's though 1984 brought a startling reversal as Japanese producers moved into an early lead and went on to capture all of the 256K DRAM market, thus dominating the latest development. Besides that, at the end of the eighties and the beginning of the nineties Silicon Valley suffered a crisis because of the first effects of competition of other states such as Texas (Austin). Besides that big high-tech companies started to restructure and the expenses of the US government were drastically lowered.

Hewlett Packard

From '39 till the seventies

HP was founded in 1939 by Bill Hewlett and Dave Packard, who had both graduated from Stanford University in 1934, as a manufacturer of test and measurement instruments. Their first product was a precision audio oscillator, the Model 200A. Their innovation was the use of a light bulb as a temperature stabilized resistor in a critical portion of the circuit. This allowed them to sell the Model 200A for \$54.40 when competitors were selling less stable oscillators for over US\$ 200. One of their earliest customers was Disney, who bought eight Model 200B oscillators (at \$71.50 each) for use in testing sound systems for the movie Fantasia.



The company earned global respect for a variety of products. They introduced the world's first handheld scientific electronic calculator in 1972 (the HP-35), the first handheld programmable in 1974 (the HP-65), and the first

alphanumeric, programmable, expandable in 1979 (the HP-41C). Like their scientific and business calculators, their oscilloscopes, logic analyzers, and other measurement instruments have a reputation for sturdiness and usability (the latter products are now part of spin-off Agilent's product line). The company's design philosophy in this period was summarized as "design for the guy on the next bench".

HP is recognized as the symbolic founder of Silicon Valley, although it did not actively investigate semiconductor devices until a few years after the "Traitorous Eight" had abandoned William Shockley to create Fairchild Semiconductor in 1957.

IBM



In July of 1980, IBM representatives met for the first time with Microsoft's Bill Gates to talk about writing an operating system for IBM's new hush-hush "personal" computer. IBM had been observing the growing personal computer market for some time. They had already made one dismal attempt to crack the market with their IBM 5100. At one point, IBM considered buying the fledgling game company Atari to commandeer Atari's early line of personal computers. However, IBM decided to stick with making their own personal computer line and developed a brand new operating system to go with. The secret plans were referred to as "Project Chess". The code name for the new computer was "Acorn". Twelve engineers, led by William C. Lowe, assembled in Boca Raton, Florida, to design and build the "Acorn". On August 12, 1981, IBM released their new computer, re-named the IBM PC. The "PC" stood for "personal computer" making IBM responsible for popularizing the term "PC".

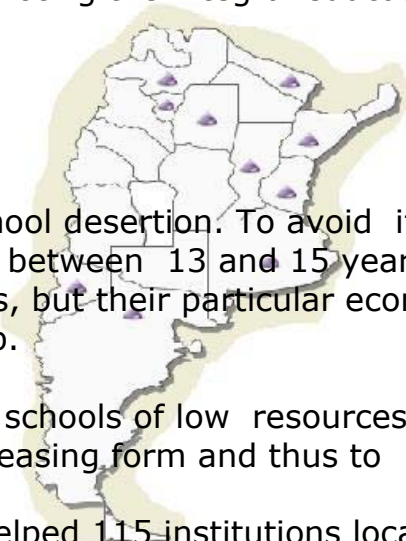
The first IBM PC ran on a 4.77 MHz Intel 8088 microprocessor. The PC came equipped with 16 kilobytes of memory, expandable to 256k. The PC came with one or two 160k floppy disk drives and an optional color monitor. The price tag started at \$1,565, which would be nearly \$4,000 today. What really made the IBM PC different from previous IBM computers was that it was the first one built from off the shelf parts (called open architecture) and marketed by outside distributors (Sears & Roebucks and Computerland). The Intel chip was chosen because IBM had already obtained the rights to manufacture the Intel chips. IBM had used the Intel 8086 for use in its Displaywriter Intelligent Typewriter in exchange for giving Intel the rights to IBM's bubble memory technology. Less than four months after IBM introduced the PC, Time Magazine named the computer "man of the year"

By: Federico Pereyra Adrian Pia Sicoli, Leandro Temperoni, Joaquin Rodriguez Cordeu,
2004 (2) 7th year – 3rd Level - English



Coca-Cola works in the "FUTURO CERCANO" program next to the foundations Compromiso, Escolares, Cimientos and Conin to help schools of low resources to improve their management and infrastructure, to grant scholarship children in risk from scholastic desertion and of promoting the integral education of families to prevent the infantile undernourishment. Behind each program there are histories, projects and people. They want that the boys have a better future.

The Coca Cola people and the foundation Cimientos work to avoid the school desertion. To avoid it, they grant scholarships and psycho pedagogical support to 700 boys of between 13 and 15 years from all the country. All the children are eager to start or continue their studies, but their particular economic and familiar situation oblige them to choose between the school and a job.



The Coca Cola people and the foundation Compromiso, enable to help state schools of low resources from all the country, offer management tools to administer themselves in an increasing form and thus to improve the reality of their community. This union between Coca Cola and the foundation Compromiso has already helped 115 institutions located in 22 provinces)



The people of Coca Cola and the infantile nutrition cooperating association (CONIN)construct in Mendoza " an educative centre for the prevention of infantile undernourishment ", in order to fight against undernourishment through the integral education of the familiar group. In this building of 1035 m² will work factories of alphabetization for parents, early stimulation, development of orchards, nutritional education and of labor insertion (seam, cooks, etc).

Coca Cola with the foundation "Escolares" work in the project "Arreglo mi escuela". The program aims to improve the infrastructure of rural schools from isolated zones and take care of children from the poorest sectors. At the moment they support projects in 30 schools from 8 Argentinean provinces.

The World Trade Organization

What is the WTO?

The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments.

The WTO is run by its member governments. All major decisions are made by the membership as a whole, either by ministers (who meet at least once every two years) or by their ambassadors or delegates (who meet regularly in Geneva). Decisions are taken by consensus.

In this respect, the WTO is different from some other international organizations. In the WTO, power is not delegated to a board of directors or the organization's head.



The WTO General Council

The General Council is the WTO's highest-level decision-making body in Geneva, meeting regularly to carry out the functions of the WTO. It has representatives (usually ambassadors or equivalent) from all member governments and has the authority to act on behalf of the ministerial conference.

10 benefits of the WTO trading system

The system helps to keep the peace

Peace is partly an outcome of two of the most fundamental principles of the trading system: **helping trade to flow smoothly**, and providing countries with a constructive and fair outlet for



dealing with disputes over trade issues. It is also an outcome of the **international confidence and cooperation** that the system creates and reinforces.

The system allows disputes to be handled constructively

There could be a down side to trade liberalization and expansion. More trade means more possibilities for disputes to arise. Left to themselves, those disputes could lead to serious conflict. But in reality, a lot of international trade tension is reduced because countries can turn to organizations, in particular the WTO, to settle their trade disputes.

A system based on rules rather than power makes life easier for all



Decisions in the WTO are made by consensus. The WTO agreements were negotiated by all members, were approved by consensus.

Freer trade cuts the cost of living

Protectionism is expensive: it raises prices. The WTO's global system lowers trade barriers through negotiation and applies the principle of non-discrimination.

It gives consumers more choice, and a broader range of qualities to choose from

Think also of the things people in other countries can have because they buy exports from us and elsewhere. Look around and consider all the things that would disappear if all our imports were taken away from us.

Trade raises incomes



The WTO's own estimates for the impact of the 1994 Uruguay Round trade deal were between \$109 billion and \$510 billion added to world income (depending on the assumptions of the calculations and allowing for margins of error).

Trade stimulates economic growth, and that can be good news for employment

This is a difficult subject to tackle in simple terms. There is strong evidence that trade boosts economic growth, and that economic growth means more jobs.

The basic principles make the system economically more efficient, and they cut costs

Trade allows a division of labour between countries. It allows resources to be used more appropriately and effectively for production. But the WTO's trading system offers more than that. It helps to increase efficiency and to cut costs even more because of important principles enshrined in the system.

The system shields governments from narrow interests

One of the lessons of the protectionism that dominated the early decades of the 20th Century was the damage that can be caused if narrow sectoral interests gain an unbalanced share of political influence. The result was increasingly restrictive policy which turned into a trade war that no one won and everyone lost.

The system encourages good government

The rules include commitments not to backslide into unwise policies. Protectionism in general is unwise because of the damage it causes domestically and internationally, as we have already seen.

Whose WTO is it anyway?

The WTO is 'member-driven', with decisions taken by consensus among all member governments. When WTO rules impose disciplines on countries' policies, that is the outcome of negotiations among WTO members. The rules are enforced by the members themselves under agreed procedures that they negotiated, including the possibility of trade sanctions. But those sanctions are imposed by member countries, and authorized by the membership as a whole.

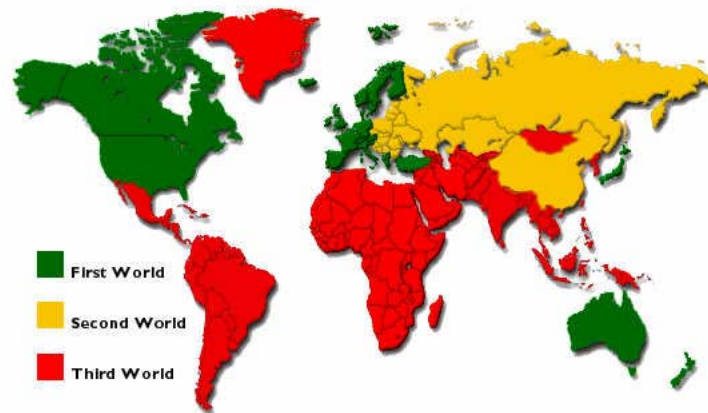
Coherence – closer cooperation between multilateral institutions



Globalization has increased the need for closer cooperation between the multilateral institutions with key roles in the formulation and implementation of different elements of the framework for global economic policy, in particular the International Monetary Fund (IMF), the World Bank and the World Trade Organization. Each of these organizations has a mandate for such cooperation in the agreements under which they have been established. They also have signed agreements among themselves, for mutual cooperation and regular consultation, which identify mechanisms designed to foster greater coherence in global economic policy-making.

By :Mauricio Aguilera-Manuel Morquecho- Eugenio Gelos- Facundo Abad- Georgina Nápoli

Third World by Pardo and Rabini



Definition: third world is a group of nations especially in Africa and Asia that are not aligned with either the Communist nor the non-Communist blocs.

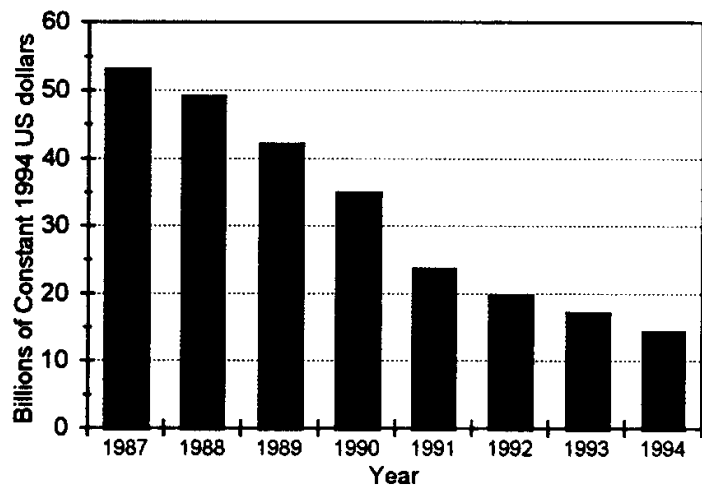
Economics : This article was published by the Third World Network Magazine which reports on economic and development issues that are of special interest to the Third World. The article was edited by an experienced team of Third World journalists and researchers, the magazine reflects viewpoints representing the interests of the people in the South.

Resurgence: The Third World Resurgence magazine is published by the Third World Network which has its international secretariat based in Penang. The aim of the magazine is to give a Third World perspective to the whole range of issues confronting the Third World namely, the environment, health and basic needs, international affairs, politics, economics, culture, and so on.

The development experiences of Third World countries since the fifties have been staggeringly diverse—and hence very informative. Forty years ago the developing countries looked a lot more like each other than they do today. Take India and South Korea. By any standards, both countries were extremely poor: India's income per capita was about \$150 (in 1980 dollars) and South Korea's was about \$350. Life expectancy was about forty years and fifty years respectively. In both countries roughly 70 percent of the people worked on the land, and farming accounted for 40 percent of national income.

None of today's rich countries, not even Japan, saw such a rapid transformation in the deep structure of their economies. In contrast, India. This shows, first, that the setbacks the developing countries encountered in the eighties—high interest rates, debt-servicing difficulties, falling export prices—were an aberration, and that the currently fashionable pessimism about their future is greatly overdone. The superachievers of East Asia (South Korea and its fellow "dragons," Singapore, Taiwan, and Hong Kong) are by no means the only developing countries that are actually developing. The comparison between India and South Korea shows something else. It no longer makes sense to talk of the developing countries as a homogeneous group. The East Asian dragons now have more in common with the industrial economies than with the poorest economies in South Asia and sub-Saharan Africa .

Figure 1
Global Arms Sales to Third World



THIRD WORLD PROBLEMS:

Slavery still a world problem:

Despite scant coverage from American journalists, slavery continues to plague the people of a number of countries. It occurs in many forms, including:

- Bonded child workers in India and Pakistan.
- Indentured servitude for children in Lesotho that differs little from outright slavery.
- Prostitution in Thailand.

- As a form of religious persecution of Christians and animists in southern Sudan.

Sudan is an especially blatant case, in which raiders from the Muslim north send raiding parties south to seize people who are later sold for \$50 a piece. According to one report, they are worked harder, fed less and beaten more than were slaves in the American South.

A number of groups, notably Christian Solidarity International (CSI), have embarked on an effort to buy slaves in order to set them free. The Swiss-based organization has received donations from around the world, including from American churches and high school students. However, some have criticized the program, saying it only encourages more slave taking.

CSI has run into another problems, observers report. Because of their actions against Sudan, that government has complained to the United Nations. If Sudan's complaint is recognized, CSI could lose its non-governmental organization status, thus its ability to speak at the U.N.

❖ **We tried to send an E-mail to a globalization center, but unfortunately the direction was wrong.**

About the IMF

By: Alan Cantó, Alan Zelayeta, y Federico Bachmann

700 19th St. NW, Washington, DC 20431

The IMF is an international organization of 184 member countries. It was established to promote international monetary cooperation, exchange stability, and orderly exchange arrangements; to foster economic growth and high levels of employment; and to provide temporary financial assistance to countries to help ease balance of payments adjustment. Since the IMF was established its purposes have remained unchanged but its operations -- which involve surveillance, financial assistance and technical assistance-- have developed to meet the changing needs of its member countries in an evolving world economy.

The IMF at Work

The work of the IMF is of three main types. Surveillance involves the monitoring of economic and financial developments, and the provision of policy advice, aimed especially at crisis-prevention. The IMF also lends to countries with balance of payments difficulties, to provide temporary financing and to support policies aimed at correcting the underlying problems; loans to low-income countries are also aimed especially at poverty reduction. Third, the IMF provides countries with technical assistance and training in its areas of expertise. Supporting all three of these activities is IMF work in economic research and statistics.

In recent years, as part of its efforts to strengthen the international financial system, and to enhance its effectiveness at preventing and resolving crises, the IMF has applied both its surveillance and technical assistance work to the development of standards and codes of good practice in its areas of responsibility, and to the strengthening of financial sectors.



ARTICLES OF AGREEMENT OF THE INTERNATIONAL MONETARY FUND

The purposes of the International Monetary Fund are:

- (I) To promote international monetary cooperation through a permanent institution which provides the machinery for consultation and collaboration on international monetary problems.
- (II) To facilitate the expansion and balanced growth of international trade, and to contribute thereby to the promotion and maintenance of high levels of employment and real income and to the development of the productive resources of all members as primary objectives of economic policy.
- (III) To promote exchange stability, to maintain orderly exchange arrangements among members, and to avoid competitive exchange depreciation.
- (IV) To assist in the establishment of a multilateral system of payments in respect of current transactions between members and in the elimination of foreign exchange restrictions which hamper the growth of world trade.
- (V) To give confidence to members by making the general resources of the Fund temporarily available to them under adequate safeguards, thus providing them with opportunity to correct maladjustments in their balance of payments without resorting to measures destructive of national or international prosperity.
- (VI) In accordance with the above, to shorten the duration and lessen the degree of disequilibrium in the international balances of payments of members.

The Fund shall be guided in all its policies and decisions by the purposes set forth in this Article.

IMF Lending

A Factsheet

A core responsibility of the IMF is to provide loans to countries experiencing balance-of-payments problems. This financial assistance enables countries to rebuild their international reserves, stabilize their currencies, continue paying for imports, and restore conditions for strong economic growth. Unlike development banks, the IMF does not lend for specific projects.

When can a country borrow from the IMF?

A member country may request IMF financial assistance if it has a balance of payments need—that is, if it cannot find sufficient financing on affordable terms to meet its net international payments. An IMF loan eases the adjustment policies and reforms that a country must make to correct its balance of payments problem and restore conditions for strong economic growth.

The changing nature of IMF lending

The volume of loans provided by the IMF has fluctuated significantly over time. The oil shock of the 1970s and the debt crisis of the 1980s were both followed by sharp increases in IMF lending. In the 1990s, the transition process in Central and Eastern Europe and the crises in emerging market economies led to further surges in the demand for IMF resources.

The process of IMF lending

An IMF loan is usually provided under an "arrangement," which stipulates the specific policies and measures a country has agreed to implement in order to resolve its balance of payments problem. The economic program underlying an arrangement is formulated by the country in consultation with the IMF, and is presented to the Fund's Executive Board in a "Letter of Intent." Once an arrangement is approved by the Board, the loan is released in phased installments as the program is carried out.



IMF Facilities

Over the years, the IMF has developed a number of loan instruments, or "facilities," that are tailored to address the specific circumstances of its diverse membership. Low-income countries may borrow at a concessional interest rate through the Poverty Reduction and Growth Facility (PRGF). Non-concessional loans are provided through four main facilities: Stand-By Arrangements (SBA), the Extended Fund Facility (EFF), the Supplemental Reserve Facility (SRF), and the Compensatory Financing Facility (CFF). The IMF also provides emergency assistance to support recovery from natural disasters and armed conflicts, in some cases at concessional interest rates.

Except for the PRGF, all facilities are subject to the IMF's market-related interest rate, known as the "rate of charge," and some carry an interest rate premium or "surcharge." The rate of charge is based on the SDR interest rate, which is revised weekly to take account of changes in short-term interest rates in the major international money markets. The rate of charge was 2.23 percent as of April 30, 2004. Large loans carry a surcharge and must be repaid early if a country's external position permits.

The amount that a country can borrow from the Fund—its "access limit"—varies depending on the type of loan, but is typically a multiple of the country's IMF quota.

POVERTY REDUCTION AND GROWTH FACILITY (PRGF). Concessional lending arrangements to low-income countries are underpinned by comprehensive country-owned strategies, as specified in their Poverty Reduction Strategy Papers (PRSPs). In recent years, the largest number of IMF loans have been made through the PRGF. The interest rate levied on PRGF loans is only 0.5 percent, and loans are to be repaid over a period of 5½-10 years.

STAND-BY ARRANGEMENTS (SBA). The SBA is designed to help countries address short-term balance-of-payments problems and is the facility that provides the greatest amount of IMF resources. The length of a SBA is typically 12-18 months, and repayment is normally expected within 2¼-4 years. Surcharges apply to high access levels.

EXTENDED FUND FACILITY (EFF). This facility was established in 1974 to help countries address more protracted balance-of-payments problems requiring fundamental reforms to the structure of the economy. Arrangements under the EFF are thus longer—3 years. Repayment is normally expected within 4½-7 years. Surcharges apply to high levels of access.

SUPPLEMENTAL RESERVE FACILITY (SRF). This facility was introduced in 1997 to meet a need for very short-term financing on a large scale. The motivation for the SRF was the sudden loss of market confidence experienced by emerging

market economies in the 1990s, which led to massive outflows of capital and required financing on a much larger scale than anything the IMF had previously been asked to provide. Countries are expected to repay loans within 2½-2 years, but may request an extension of up to six months. All SRF loans carry a substantial surcharge of 3-5 percentage points.

COMPENSATORY FINANCING FACILITY (CFF). The CFF was established in 1963 to assist countries experiencing either a sudden shortfall in export earnings or an increase in the cost of cereal imports caused by fluctuating world commodity prices. The financial terms are the same as those applying to the SBA, except that CFF loans carry no surcharge.

EMERGENCY ASSISTANCE. The IMF provides emergency assistance to countries that have experienced a natural disaster or are emerging from armed conflict. Emergency loans are subject to the basic rate of charge, although interest subsidies are available in some cases. Loans must be repaid within 3¼-5 years.

Third World

The Macroeconomic Foundation

Experience shows that high and unstable inflation can harm growth. A non inflationary macroeconomic policy is, therefore, a prerequisite for rapid development. Control of government borrowing is the crucial element in such a policy. When public borrowing is excessive, governments are soon obliged to finance it by printing money, and rising inflation then follows. That is why the conventional approach to stabilization (a term that covers steps to reduce an unsustainable trade deficit as well as anti-inflation policies) usually advocates lower public spending and/or higher taxes. The International Monetary Fund has long made programs of this sort a precondition for financial assistance to countries in distress.

These so-called austerity programs have aroused two sorts of controversy. First, some economists question whether big changes in fiscal policy are really needed. In Latin America, for example, some governments sought "heterodox" policies to reduce inflation without the recession that the orthodox approach almost always brings on. The heterodox approach argues that in high-inflation countries, the budget deficit is caused mainly by inflation, not the other way round. The argument is twofold. First, because there is a lag between when people earn income and when they must pay taxes on it, high inflation reduces real tax revenues. Second, inflation increases the nominal interest rate (and hence the budgetary cost of servicing past government debt).

Hence the heterodox logic: reduce inflation with direct controls on prices and incomes and a currency reform, and the budget deficit will shrink of its own accord. This method has been tried repeatedly in Brazil and Argentina, where brief success has generally given way to a worse mess than at the outset, and in Israel, where the results were more encouraging. Israel shows that the heterodox can work—that falling inflation does cut public borrowing. What matters is whether the deficit that remains after the heterodox measures are in place is low enough to be non inflationary. In practice, the remaining deficit is almost always

The second controversy over austerity concerns the costs of this remedy. Many economists argue that orthodox programs put too much of the burden on the poorest parts of

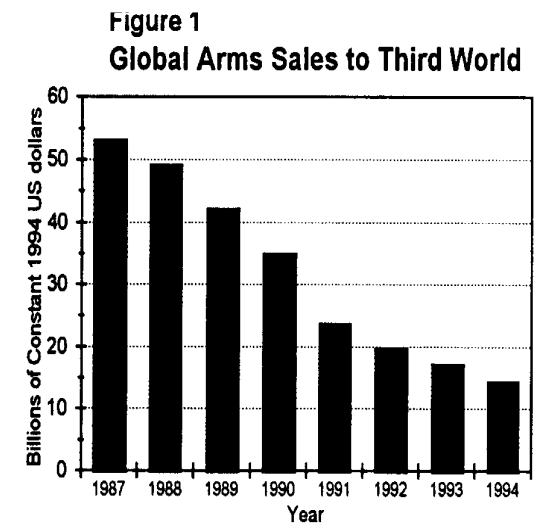


society. To cut their budget deficits, governments can either raise taxes or cut spending. Raising more revenue—even if that could be done without harming incentives—is hard because of weak tax administration. So stabilization nearly always involves cuts in public spending. If the cuts fall on food subsidies and welfare spending, goes this argument, they hurt the most vulnerable.

This argument sounds plausible, but in many countries it is wrong. A study by Guy Pfeffermann of the World Bank shows that the beneficiaries of social spending in the developing countries are not the poor. First, more public spending of any sort means more public employment. Bureaucracies in developing countries do not give many jobs to the landless rural poor, to small street traders, to unskilled manual workers, or to the urban unemployed. They recruit from the middle classes, who are, therefore, the first to benefit from public spending.

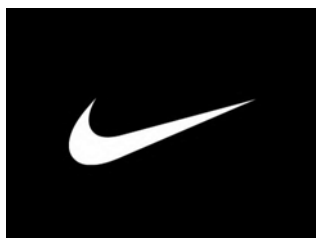
They often are the second and third to benefit as well. In some countries subsidies have amounted to more than 10 percent of GDP. These mainly go toward making electricity, gasoline, housing, and credit artificially cheaper for consumers. Quite apart from the massive microeconomic damage that these price distortions cause, such subsidies do not reach the poor. Many of the poor do not live in houses, which greatly reduces their need for electricity, and most do not own cars. (Gasoline subsidies alone in Ecuador and Venezuela have been equivalent to several percentage points of GDP.) Although some of the poor would benefit from credit, subsidized credit is not aimed at them and makes the unsubsidized kind harder to get and a lot more expensive. Spending on education is also, as a rule, heavily biased toward the middle classes. In some developing countries, spending per capita on university education exceeds spending per capita on primary education by a factor of thirty. Many of the poor lack access to even the most basic primary education, while the universities remain the publicly funded preserve of the middle class. And in most developing countries the coverage of heavily subsidized social security systems is strongly skewed against the poor. In Brazil in 1984, only 8 percent of workers in the poorest broad sector of the economy (farming) were covered by a social security system. Nearly 80 percent of workers in the most prosperous sector (transport and communications) were covered.

Members of the group: Pallero, Melisa - Mateo, Melina - Rípoli, Agustina - Loustaunau, Clara



NIKE

First, let's talk about the version of Nike showed to people, how the empress born and became so important:



Nike's inputs begin in their research and development program. The Nike staff specializes in areas of biomechanics, exercise physiology, engineering, industrial design, and other related fields. Research committees and advisory boards that are made up of athletes, coaches, trainers, equipment managers, orthopedics, and podiatrists are another large parts of their research and development program. The goal of Nike's R &D program is to produce products that reduce or eliminate injury, aid athletic performance, and maximize comfort.

Nike products are manufactured outside of the United States 99% of the time. Their apparel is produced by independent contractors located in 35 countries around the world while the footwear is primarily produced in China, Indonesia, Vietnam, and Thailand. The principle materials used in the productions of their footwear lines include natural and synthetic rubber, plastic compounds, foam cushioning materials, nylon, leather, canvas, and polyurethane films. Nike and its contractors and suppliers buy all of their raw materials in bulk and most of which can be available in the countries where the manufacturing takes place.

Nike's output is footwear designed primarily for specific athletic use, although a large percentage is worn for casual purposes. Their current top sellers of shoes are running, basketball, children's, cross-training, and women's shoes. Nike is not just shoes these days and they also have branched into the active sportswear market and well as producing a line of sports equipment including sports balls, timepieces, eyewear, skates bats, and gloves.

We thought that Nike's mission statement was unique and catchy. It states: "To bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete." The asterisk part of this mission was a direct quote from one of the cofounders of Nike, Bill Bowerman. When browsing through Nike's website, you can see why this is part of their mission statement, they claim "...it defines how Nike pursues its destiny." Their reason to be is "the service of human potential." The main goal that Nike strives to achieve is to "build a sustainable business with sound labor practices."



Nike's financial reports proved to be very impressive, just as We thought. At the end of the first quarter (which ended August 31, 2003).they showed to have a 21% increase in earnings per share over last year's first quarter. Revenues in the first quarter increased eight percent, reaching three billion, the highest they have ever had. After calculating revenue over the past ten years, I concluded that Nike has increased overall revenue by 36% since 1994. With the steady overtime increase of revenue and earnings per share, Nike is bound to keep increasing crucial financial figures into the future. The Nike Company is one of the most successful companies in the world. One reason that Nike is so strong is because of their marketing strategies. The Nike Company views itself as the world's leader in athletic apparel. Nike focuses on creating opportunities for everyone who can benefit and sending empowering messages for anyone who listens. Through this strategy Nike will continue to be successful while letting people know that if you have a body you are an athlete. And that as long as there are athletes there will be Nike.



System View: Nike's system view is focused towards smooth operations from the top (corporate) to the bottom (producers). They are always looking toward the future of the company and doing the best they can to keep the consumer pleased as well as their own workers. Since the early 1970's Nike has grown to be a dominant provider to athletic gear to athletes around the world. Expanding from the United States to world wide production, Nike has grown through the ideas of the consumer. Through consumer based wants and ideas,

Nike has been able to meet the expectations of those consuming as well as producing its products. They are striving to become even more successful than they already are, constantly improving processes and ideas that they have through the corporation. To survive, Nike needs to have athletes, people that will use and appreciate the products they produce. The consumers appreciate the products not for the swoosh on the side, but for the improvement in performance that Nike products provide. According to Nike, "as long as there is an athlete, there will always be Nike". This is showing there dedication to the people that make there company successful.

But, let's think, ¿Where are the products from?

This is the REALLY history:

The slaves in Vietnam

We chose to do our project on the sweatshops that Nike has had in Southeast Asia. For our project we discuss the conditions of the sweatshops, how the employees were treated poorly

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and how the Nike company lied about their sweatshops through advertising. We also explain the history of Nike and how they were formed and then we talk about what Nike has done recently to clear its name.

We start off with Nike's history and how they first were known as "Blue Ribbon Sports". Nike would then continue to become the most successful athletic wear company in the entire world by the late 1980's. Nike would go on to make \$1.9 billion in revenues in 1986. Then in the 1990's, Nike's started to gain bad publicity when people started to discover that they had sweatshops in Southeast Asia.

After we talk about Nike's history, we start to discuss why the sweatshops that Nike had were so terrible. We talk about how the factories weren't taking proper safety precautions and how the all the employees were only allowed to have one bathroom break a day and one break for food. They were paid anywhere from \$1 to \$2 an hour for their labor and they mostly hired women and children. The employees were exposed to hazardous environments and were forced to work without the proper safety equipment. There have been many complaints by people all over the world that Nike has been doing such a terrible thing and they need to close down these sweatshops. There have been boycotts and protests all over the world and one person even sued Nike for false advertising. They claimed that in one of their advertisements they made it clear that they don't make their products through any sweatshops and this person knew it was a lie. They had to reached a settlement in court.

Nike has been trying to do a lot recently to help their image. Recently, Phillip Knight, who is the CEO if Nike, made a speech to the people on what Nike has done recently to improve itself. They had established many programs within their Southeast Asia factories to help prevent the previously poor conditions from happening again.

Overall, Nike has been a company that run across a few problems in the past decade. They made a few poor choices that cost them, but since many people either don't know or care about the sweatshops Nike has had, people buy from them their shoes and other athletic equipment. Nike has been trying to improve on their image and help their company be as great as it once was. Nike has been doing well ever since it started and even after this unethical decision they made, they still seem to be doing pretty well.

ACTIVITIES

Article: Silicon Valley

Questions

1. When was the first time that the name "Silicon Valley" was used?
2. Who used this term for first time?
3. When was the Stanford University founded?
4. What happened in 1982?
5. When was the HP founded?
6. What did the firms of the Americans control?
7. What happened with the IBM in 1980?
8. Why was the Intel Chip chosen?
9. Who was recognized as the symbolic founder of the "Silicon Valley"?
10. Who was Hewlet Packard?

Article: World Trade Organization

Questions

1. What is the World Trade Organization?
2. When was the Uruguay Round?
3. What type of politics dominated the early decades of the 20th century?
4. Why does the system help to keep peace?
5. Where do the ambassadors or delegates regularly meet?
6. How are the decisions taken?
7. Why is the protectionism expensive?
8. Is the possibility of trade sanctioned?
9. What has increased the need for a closer cooperation?
10. What is the meaning of "more trade"?

Article: THIRD WORLD

1. What does Third World mean?
2. Which are some of the countries that integrate the Third World?
3. When did the Third World take India and South Korea?
4. Were they extremely poor?
5. What percentage of Korean and Indian people worked the land?
6. Are South Korea, Singapore, Taiwan and Hong Kong the only developing countries that are actually developing?
7. What are the most important problems in the Third World?
8. What does the Christian Solidarity International do?
9. Who does The Swiss-based organization receive the donations from?

Article: GIANT COMPANIES

1. What is the principally Nike output?
2. When did Nike inputs begin?
3. Why is Nike one of the most important companies?
4. Where is Nike manufacturing produced?
5. Why is Nike manufacturing produced there?
6. Who makes the products?
7. Which were the revenues in 1986?
8. How were the employees treated?
9. How much money do they earn?
10. Who are mainly the employees?

Games

Article: World Trade Organization

1. Read the definitions and complete the chart with the correct words

1								W										
2								O										
3								R										
4								L										
5								D										
6								T										
7								R										
8								A										
9								D										
10								E										
11								O										
12								R										
13								G										
14								A										
15								N										
16								I										
17								Z										
18								A										
19								T										
20								I										
21								O										
22								N										

1. Acronym of World Trade Organization.
2. The act or process of [deciding](#).
3. A diplomatic agent of the highest rank accredited to a foreign government or sovereign as the resident representative of his own government or sovereign or appointed for a special and often temporary diplomatic assignment.
4. An assembly or meeting for consultation, advice, or discussion.
5. The business or work in which one engages regularly.
6. Of, relating to, or constituting a group or association having members in two or more nations.
7. Name of the magazine.
8. The system helps to keep the _____.
9. To contain between or within.
10. International Found.
11. Possession of control, authority, or influence over others.
12. to approve and sanction formally.
13. In or through the midst of : surrounded by.
14. World
15. the action or process of [negotiating](#) or being [negotiated](#) -- often used in plural.
16. Marked by careful, efficient, and prudent use of resources.
17. There could be a down side to trade _____ and expansion.
18. Are negotiated by all members, were approved by consensus.
19. Trade _____ economic growth.
20. Trade raises _____.
21. _____ economic policy.
22. The systems shield governments from _____ interests.

Article: The Coca Cola Company

2. Read and complete the sentences, then complete the chart

1.		g													
2		l													
3		o													
4		b													
		a													
5		l													
6		i													
7		z													
8		a													
9		t													
10		i													
11		o													
		n													

- 1 Coca-Cola is a....
- 2 Coca-Cola works with in the project "Arreglo mi Escuela"
- 3 The name of the program is
- 4 They want that the boy
- 5 The Coca Cola people and the foundation Cimientos work to avoid the school desertion.
- 6 The Coca Cola people and the foundation , enable to help state schools of low resources from all the country, offer management tools to administer themselves in an increasing form and thus to improve the reality of their community.
- 7 The people of Coca Cola and the infantile nutrition cooperating association (CONIN)construct in Mendoza
- 8 The project is in
- 9 This union between Coca Cola and the foundation Compromiso has already helped 115 institutions located in 22 provinces)
- 10 The people of Coca Cola and the infantile nutrition cooperating association
- 11 Is working in FUTURO CERCANO.

Answers

Article: Silicon Valley

1. The first time was in 1971.
2. Journalist Don Hoefler used that term in a couple of articles in Electronic News.
3. Stanford University was founded in 1891.
4. In 1982 the International Business Corporation (IBM) entered the personal computer market. With the power of "Big Blue" the PC quickly began to dominate the playing field.
5. HP was founded in 1939 by Bill Hewlett and Dave Packard.
6. American firms had controlled the semiconductor memory market throughout the 1970's though 1984 brought a startling reversal as Japanese producers moved into an early lead and went on to capture all of the 256K DRAM market, thus dominating the latest development.
7. In July of 1980, IBM representatives met for the first time with Microsoft's Bill Gates to talk about writing an operating system for IBM's new hush-hush "personal" computer.
8. The Intel chip was chosen because IBM had already obtained the rights to manufacture the Intel chips.
9. Stanford University was founded in 1891 by Governor Leland Stanford at his domain nearby 'El Palo Alto' (the high tree) in the memory of his son Leland Stanford Junior.
10. Bill Hewlett and Dave Packard, who had both graduated from Stanford University in 1934, as a manufacturer of test and measurement instruments.

Article: WORLD TRADE ORGANIZATION

1. The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations.
2. The Uruguay Round was in 1994.
3. The protectionism that dominated the early decades of the 20th Century

4. Peace is partly an outcome of two of the most fundamental principles of the trading system: **helping trade to flow smoothly**, and providing countries with a constructive and fair outlet for **dealing with disputes over trade issues**.
5. They meet regularly in Geneva.
6. Decisions are taken by consensus.
7. Protectionism is expensive because it raises prices.
8. Yes, there is.
9. Globalization has increased the need for closer cooperation.
10. More trade means more possibilities for disputes to arise.

Article: THIRD WORLD

- 1- The Third world is a group of nations especially in Africa and Asia that are not aligned with either the Communist nor the non-Communist blocs.
- 2- Some countries in Africa and in Asia.
- 3- Forty years ago.
- 4- Yes, they were.
- 5- In both countries the 70 percent of the people worked on the land.
- 6- No, they aren't.
- 7- That bonded child workers in India and Pakistan, that are indentured servitude for children in Lesotho that differs little from outright slavery, the prostitution in Thailand and a religious persecution of Christians and animists in southern Sudan.
- 8- They embarked on an effort to buy slaves in order to set them free.
- 9- From around the world, including from American churches and high school students.

Article: GIANT COMPANIES

- 1) Nike's output is footwear designed primarily for specific athletic use, although a large percentage is worn for casual purposes. Their current top sellers of shoes are running, basketball, children's, cross-training, and women's shoes. Nike is not just shoes these days and they also have branched into the active sportswear market and well as producing a line of sports equipment including sports balls, timepieces, eyewear, skates bats, and gloves.
- 2) Nike's inputs begin in their research and development program.
- 3) Because they are always looking toward the future of the company and doing the best they can to keep the consumer. Another reason that Nike is so strong is because of their marketing strategies. The Nike Company views itself as the world's leader in athletic apparel.
- 4) Nike products are manufactured outside of the United States 99% of the time. Their apparel is produced by independent contractors located in 35 countries around the world while the footwear is primarily produced in China, Indonesia, Vietnam, and Thailand.
- 5) The principle materials used in the productions of their footwear lines include natural and synthetic rubber, plastic compounds, foam cushioning materials, nylon, leather, canvas, and polyurethane films. Nike and its contractors and suppliers buy all of their raw materials in bulk and most of which can be available in the countries where the manufacturing takes place.
- 6) The products are produced by a lot of slaves in Vietnam, principally.
- 7) Nike would go on to make \$1.9 billion in revenues in 1986.
- 8) The factories aren't taking proper safety precautions and how the all the employees are only allowed to have one bathroom break a day and one break for food. They are paid anywhere from \$1 to \$2 an hour for their labor and they mostly hire women and children. The employees are exposed to hazardous environments and are forced to work without the proper safety equipment.
- 9) They are paid anywhere from \$1 to \$2 an hour.
- 10) They are mostly women and children.

Game Solutions Game 1

									W	T	O								
			D	E	C	I	T	I	O	N	S								
A	M	B	A	S	S	A	D	O	R	S									
			C	O	U	N	C	I	L										
						T	R	A	D	E									
							I	N	T	E	R	N	A	T	I	O	N	A	L
I	L	L	I	A	'	S	W	O	R	L	D	M	A	G	A	Z	I	N	E
							P	E	A	C	E								
				I	N	C	L	U	D	E									
						M	O	N	E	T	A	R	Y						
								P	O	W	E	R							
									R	A	T	I	F	I	E	D			
					A	M	O	N	G										
								B	A	N	K								
									N	E	G	O	T	I	A	T	I	O	N
			E	C	O	N	O	M	I	C	A	L	L	Y					
L	I	B	E	R	A	L	I	Z	A	T	I	O	N						
									A	G	R	E	E	M	E	N	T		
									S	T	I	M	U	L	A	T	E	S	
									I	N	C	O	M	E	S				
						G	L	O	B	A	L								
									N	A	R	R	O	W					

Game 2

						g	i	a	n	t			c	o	m	p	a	n	y
	e	s	c	o		l	a	r	e	s									
f	u	t	u	r		o			c	e	r	c	a	n	o				
						b	e	t	t	e	r			f	u	t	u	r	e
						a													
	s	c	h	o	o	l													
c	o	m	p	r	o	m	i	s	o										
	M	e	n	d	o		z	a											
						a	r	g	e	n	t	i	n	a					
						t	w	e	n	t	y			t	w	o			
	c	o	n			i	n												
					c	o	c	a					c	o	l	a			
						n													

Pedagogic Exploitation

Activity 1

Order the paragraphs ,put the name of the article and complete with prepositions.

.....

(...)Coca Cola with the foundation "Escolares" work the project "Arreglo mi escuela". The program aims improve the infrastructure rural schools isolated zones and take care children the poorest sectors the moment they support projects 30 schools 8 Argentinean provinces.

(...)The Coca Cola people and the foundation Compromiso, enable help state schools low resources all the country, offer management tools administer themselves an increasing form and thus improve the reality their community.

This union Coca Cola and the foundation Compromiso has already helped 115 institutions located 22 provinces)

(...)Coca-Cola works the "FUTURO CERCANO" program the foundations Compromiso, Escolares, Cimientos and Conin help schoolslow resources improve their management and infrastructure, grant scholarship children in risk scholastic desertion and promoting the integral education families prevent the infantile undernourishment.

Behind each program there are histories, projects and people.

Future because they want that the boys have a better future.

..... because they are already doing it.

(...)The people Coca Cola and the infantile nutrition cooperating association (CONIN)construct Mendoza " an educative centre the prevention infantile undernourishment ", order fight against undernourishment through the integral education the familiar group. this building of 1035 m² will work factories of alphabetization parents, early stimulation, developmentorchards, nutritional education and labor insertion (seam, cooks, etc).

(...)The Coca Cola people and the foundation Cimientos work avoid the school desertion. avoid it, they grant scholarships and psycho pedagogical support to 700 boys , 13 and 15 years all the country. All the children are eager start or continue their studies, but their particular economic and familiar situation oblige them choosethe school and a job.

Activity 2

Find the synonyms in the text:

ENDOWMENT:

KIDS:

TEENAGERS:

WORK:

STATUS:

Find the antonyms in the text:

MEET:

LISTLESS:

DISCONTINUE:

DISOBLIGE:

ADULTS:

The Coca Cola people and the foundation Cimientos work to avoid the school desertion. To avoid it, they grant scholarships and psycho pedagogical support to 700 boys of between 13 and 15 years from all the country. All the children are eager to start or continue their studies, but their particular economic and familiar situation oblige them to choose between the school and a job.

Activity 3

True and False : Article: Giant Companies

- 1) Nike's input begin in their environmental program
- 2) Nike would go on to make \$1.9 billion in revenues in 1986.
- 3) Nike's output is footwear designed primarily for specific ancient use
- 4) Vietnam employees are treated friendly
- 5) The principle materials used in the productions of their footwear lines include natural and synthetic rubber, plastic compounds, foam cushioning materials, nylon, leather, canvas, and polyurethane films
- 6) The employees are principally men
- 7) The employees are principally slaves in California
- 8) Nike products are manufactured outside of the United States 99% of the time
- 9) They are paid anywhere from \$9 to \$10 an hour
- 10) Nike is one of the most "important companies" because they are always looking toward the future of the company and doing the best they can to keep the consumer and their employees

Activity 4

Scramble letters: Article: SILICON VALLEY

1. ncoiils
2. wleteht
3. pisdwaltirer
4. simroocerorps
5. puatcmnlder

Complete the text with the words in their appropriate position.

- The first IBM PC ran on a 4.77 MHz Intel 8088

- and marketed by outside distributors (Sears & Roebucks and). The Intel chip was chosen because IBM had already obtained the rights to manufacture the Intel chips.
- It was in 1971 that the name(2 words) was used for the first time.
- IBM had used the Intel 8086 for use in its Intelligent Typewriter in exchange for giving Intel the rights to IBM's bubble memory technology.
- HP was founded in 1939 by Bill..... and Dave Packard.

Activity 5

True or false : **Article: SILICON VALLEY**

1. HP was founded in 1949 by Bill Hewlett and Dave Packard.
 2. Stanford University was founded in 1991 by Governor Leland Stanford.
 3. In July of 1980, IBM representatives met for the first time with Microsoft's Bill Gates to talk about writing an operating system for IBM's new hush-hush "personal" computer.
 4. HP are recognized as the symbolic founder of Silicon Valley.
 5. in March 1975 some students studying technology related subjects (techies) formed the Homebrew Computer Club in Menlo Park.
 6. In 1982 International Business Corporation (IBM) killed the personal computer market.
 7. Bill Gates, then president of Ion Equipment suggested the term to Hoefler.
 8. The resultant discoveries combined to form the basic concept behind the transistor, the compact electrical "transfer resistor" that was to power the coming High Tech Revolution.
 9. The IBM PC had a disk operating system (DOS developed by Microsoft) that became an industry standard.
 10. Hewlett Packard had launched its first PC in 1890.
 11. Their innovation was the use of a light bulb as a temperature stabilized resistor in a critical portion of the circuit.
 12. This allowed them to sell the Model 200A for \$54.40 when competitors were selling less stable oscillators for over US\$ 2000.
 13. They introduced the world's first handheld scientific electronic calculator in 1982.
 14. The company's design philosophy in this period was summarized as "design for the guy on the next bench".
- The first IBM PC ran on a 4.77 MHz Intel 8088 microprocessor.

Activity 6

Scrambled letters

(Order the letters to complete the words, and then, match their definition)

- | | |
|-------------------------|---|
| 1. <i>metneagre:</i> | a contract duly executed and legally binding |
| 2. <i>lainvesrucel:</i> | the structure of economic life in a country, area, or period |
| 3. <i>nymocap:</i> | to let out money for temporary use on condition of repayment with interest |
| 4. <i>nomycoe:</i> | the state of one who lacks a usual or socially acceptable amount of money |
| 5. <i>tliacfseii:</i> | an additional tax, cost, or impost |
| 6. <i>ignlden:</i> | close watch kept over someone or something |
| 7. <i>rchraguse:</i> | an association of persons for carrying on a commercial or industrial enterprise |
| 8. <i>repvoyt:</i> | something that makes an action, operation, or course of conduct easier |

Now, use these words to complete the sentences (they can be repeated).

My father works on a _____. He signed an _____ to abolish _____.

This _____ has a _____.

My father received a _____, but he has to pay a _____

The _____ of his _____ is very strong. They have _____.

Activity 7

True or False? **Article: About the IFM**

- 1) The IMF is an international organization of 174 member countries
- 2) It was established to promote international monetary cooperation, exchange stability, and orderly exchange arrangements
- 3) The work of the IMF is of four main types.
- 4) The fourth purpose of the IMF is to promote international monetary cooperation through a permanent institution which provides the machinery for consultation and collaboration on international monetary problems.
- 5) The volume of loans provided by the IMF has fluctuated significantly over time.
- 6) The EFF was established in 1984

Activity 8

True or false **Article: The World Trade Organization**

- 1) The World Trade Organization (WTO) isn't the only global international organization.
- 2) The WTO is run by its member governments.
- 3) Decisions aren't taken by consensus.
- 4) The General Council is the WTO's highest-level decision-making body in Barcelona.
- 5) One of the lessons of the protectionism that dominated the early decades of the 20th Century was the damage that can't be caused if narrow sectoral interests gain an unbalanced share of political influence.
- 6) The WTO isn't 'member-driven.
- 7) The rules are enforced by the members themselves under agreed procedures that they negotiated, including the possibility of trade sanctions.
- 8) Globalization hasn't increased the need for closer cooperation between the multilateral institutions with key roles in the formulation and implementation of different elements of the framework for global economic policy, in particular the International Monetary Fund (IMF), the World Bank and the World Trade Organization.

- 9) Trade allows a division of labour between countries.
- 10) Protectionism is cheap.
- 11) All major decisions aren't made by the membership.
- 12) The WTO is different from some other international organizations.
- 13) The rules include commitments not to backslide into unwise policies.
- 14) Protectionism in general is unwise because of the damage it causes domestically and internationally, as we have already seen.
- 15) There could be a down side to trade liberalization and expansion.

Activity 9 :

Complete the text using the words in the box. **Article: The World Trade Organization**

Globalization 1___ increased the need for closer 2_____ between the 3_____ institutions with key roles in the formulation and implementation of 4_____ elements of the framework for global economic policy, in particular the International Monetary Fund (IMF), the 5_____ and the 6_____. Each of these organizations has a mandate for such cooperation in the agreements under which they have been established. They also have signed.

World Trade Organization- cooperation- multilateral-has-World bank-different.
--

Activity Solutions

Activity 1

Coca-Cola works in the "FUTURO CERCANO" program next to the foundations Compromiso, Escolares, Cimientos and Conin to help schools of low resources to improve their management and infrastructure, to grant scholarship children in risk from scholastic desertion and of promoting the integral education of families to prevent the infantile undernourishment.

Behind each program there are histories, projects and people.

Future because they want that the boys have a better future.

Near because they are already doing it.

The Coca Cola people and the foundation Cimientos work to avoid the school desertion. To avoid it, they grant scholarships and psychological support to 700 boys of between 13 and 15 years from all the country. All the children are eager to start or continue their studies, but their particular economic and familiar situation oblige them to choose between the school and a job.

The Coca Cola people and the foundation Compromiso, enable to help state schools of low resources from all the country, offer management tools to administer themselves in an increasing form and thus to improve the reality of their community.

This union between Coca Cola and the foundation Compromiso has already helped 115 institutions located in 22 provinces)

The people of Coca Cola and the infantile nutrition cooperating association (CONIN)construct in Mendoza " an educative centre for the prevention of infantile undernourishment ", in order to fight against undernourishment through the integral education of the familiar group. In this building of 1035 m2 will work factories of alphabetization for parents, early stimulation, development of orchards, nutritional education and of labor insertion (seam, cooks, etc).

Coca Cola with the foundation "Escolares" work in the project "Arreglo mi escuela". The program aims to improve the infrastructure of rural schools from isolated zones and take care of children from the poorest sectors . At the moment they support projects in 30 schools from 8 Argentinean provinces.

Activity 2

Find the synonyms in the text:

ENDOWMENT: FOUNDATION

KIDS: CHILDREN

TEENAGERS: BOYS OF BETWEEN 13 AND 15 YEARS

WORK: JOB

STATUS: ECONOMIC SITUATION

Find the antonyms in the text:

MEET: DESERTION

LISTLESS: EAGER

DISCONTINUE: CONTINUE

DISOBLIGE: OBLIGE

ADULTS: CHILDREN

Activity 3

1. Nike's input begin in their environmental program **F**
2. Nike would go on to make \$1.9 billion in revenues in 1986 **T**
3. Nike's output is footwear designed primarily for specific ancient use **F**
4. Vietnam employees are treated friendly **F**
5. The principle materials used in the productions of their footwear lines include natural and synthetic rubber, plastic compounds, foam cushioning materials, nylon, leather, canvas, and polyurethane films **T**
6. The employees are principally men **F**
7. The employees are principally slaves in California **F**
8. Nike products are manufactured outside of the United States 99% of the time **T**
9. They are paid anywhere from \$9 to \$10 an hour **F**

10. Nike is one of the most "important companies" because they are always looking toward the future of the company and doing the best they can to keep the consumer and their employees **F**

Activity 4

6. ncoiils = silicon
7. wleteht = hewlett
8. pisdywaltirer=display writer
9. simroocerorps= microprocessor
- 10.puatcmonlder=computerland

Complete the text with the words in their appropriate position.

- The first IBM PC ran on a 4.77 MHz Intel 8088 microprocessor.
- and marketed by outside distributors (Sears & Roebucks and computerland). The Intel chip was chosen because IBM had already obtained the rights to manufacture the Intel chips.
- It was in 1971 that the name silicon valley was used for the first time.
- IBM had used the Intel 8086 for use in its displaywriter Intelligent Typewriter in exchange for giving Intel the rights to IBM's bubble memory technology.
- HP was founded in 1939 by Bill Hewlett and Dave Packard

Activity 5

1. F, HP was founded in 1939 by Bill Hewlett and Dave Packard.
2. F, Stanford University was founded in 1891 by Governor Leland Stanford.
3. T
4. F, HP is recognized as the symbolic founder of Silicon Valley.
5. T
6. F, In 1982 International Business Corporation (IBM) entered the personal computer market.
7. F, Ralph Vaerst, then president of Ion Equipment suggested the term to Hoefler.

8. T
9. T
10. F, Hewlett Packard had launched its first PC in 1980.
11. T
12. F, This allowed them to sell the Model 200A for \$54.40 when competitors were selling less stable oscillators for over US\$ 200.
13. F, They introduced the world's first handheld scientific electronic calculator in 1972.
14. T
15. T

Activity 6

Scrambled Letters answers:

- | | |
|---------------------------------------|---|
| 1. <i>Metneagre = Agreement</i> | a contract duly executed and legally binding |
| 2. <i>Lainvesrucel = Surveillance</i> | close watch kept over someone or something |
| 3. <i>Nymocap = Company</i> | an association of persons for carrying on a commercial or industrial enterprise |
| 4. <i>Nomycoe = Economy</i> | the structure of economic life in a country, area, or period |
| 5. <i>Tliacfseii = Facilities</i> | something that makes an action, operation, or course of conduct easier |
| 6. <i>Ignlden = Lending</i> | to let out money for temporary use on condition of repayment with interest |
| 7. <i>Rchraguse = Surcharge</i> | an additional tax, cost, or impost |
| 8. <i>Repvoyt = Poverty</i> | the state of one who lacks a usual or socially acceptable amount of money |

Now, use these words to complete the sentences (they can be repeated).

My father works for a company. He signed an agreement to abolish poverty.

This company has a surveillance.

My father received a lending, but he has to pay a surcharge.
The economy of his company is very strong. They have facilities.

Activity 7

True or False Answers

- 1) False: The IMF is an international organization of 184 member countries.
- 2) True
- 3) False: The work of the IMF is of three main types.
- 4) False: The first purpose of the IMF is to promote international monetary cooperation through a permanent institution which provides the machinery for consultation and collaboration on international monetary problems.
- 5) True
- 6) False: The EFF was established in 1974.

Activity 8

1. The World Trade Organization (WTO) isn't the only global international organization. F **is**
2. The WTO is run by its member governments. T
3. Decisions aren't taken by consensus. F **are**
4. The General Council is the WTO's highest-level decision-making body in Barcelona. F Geneva
5. One of the lessons of the protectionism that dominated the early decades of the 20th Century was the damage that can't be caused if narrow sectoral interests gain an unbalanced share of political influence. T
6. The WTO isn't 'member-driven'. F **is**
7. The rules are enforced by the members themselves under agreed procedures that they negotiated, including the possibility of trade sanctions. T
8. Globalization hasn't increased the need for closer cooperation between the multilateral institutions with key roles in the formulation and implementation of different elements of the framework for global economic policy, in particular the International Monetary Fund (IMF), the World Bank and the World Trade Organization. F **has**

9. Trade allows a division of labour between countries. T
10. Protectionism is cheap. F **expensive**
11. All major decisions aren't made by the membership. F are
12. The WTO is different from some other international organizations. T
13. The rules include commitments not to backslide into unwise policies. T
14. Protectionism in general is unwise because of the damage it causes domestically and internationally, as we have already seen. T
15. There could be a down side to trade liberalization and expansion. T

Activity 9

Complete the text using the words in the box.

Globalization **has** increased the need for closer **cooperation** between the **multilateral** institutions with key roles in the formulation and implementation of **different** elements of the framework for global economic policy, in particular the International Monetary Fund (IMF), the **World Bank** and the **World Trade Organization**. Each of these organizations has a mandate for such cooperation in the agreements under which they have been established. They also have signed.

Staff

ABAD, Facundo
AGUILERA, Mauricio
BACHMANN, Federico
CANTÓ, Alan
DE FELIPPE, Ivana
DÍAZ DE ASTARLOA, Milagros
ZELAYETA Torralba, Alan
GELOS, Eugenio
IACONO, Gianluca

LOUSTAUNAU, Clara
MARTÍNEZ PERALTA, Ezequiel
MATEO, Melina
MELON FUKSMAN, David
MORQUECHO, Manuel
MUCCI, Agustina
NAPOLI, Georgina
PALLERO, Melisa
PARDO, María

PELLEGRINI, Mariana
PEREYRA, Federico
PÍA SÍCOLI, Adrián
RABINI, Victoria
RÍPOLI, Agustina
RODRÍGUEZ, Joaquín
TEMPERONI, Leandro
WAHNON, Natalia

Teachers

English

BUSSE, Beatriz
LÓPEZ, María Cristina

Workshop

BERG, Edgardo S.

Computers

FRAIESE, Kay



These photos were taken in our workshop.