

Wook[©] Lesson 1: Foreign Markets

Proprietary Access—Library Research Database:

Article from “Franchising World” regarding Foreign Markets embedded into Blackboard using EZProxv for seamless access.

The screenshot displays a library research database interface. At the top, there are navigation options: « Result List, Refine Search, and Download PDF. Below this, a search bar contains the text "Four Questions to Consider Before You Go International." The main content area features the article title "MAPPING YOUR INTERNATIONAL STRATEGY" and "Four Questions to Consider Before You Go International" in large, bold letters. The author information is listed as "BY ROSEMARIE HARTNETT, CFE AND MARY ROGERS, CFE". A photograph of two women, Rosemarie Hartnett and Mary Rogers, is shown. The article text begins with "The enthusiasm of American franchises to expand internationally is high." and continues with "Franchising and Licensing Asia, an annual international event held in Singapore, promotes entrepreneurship, business opportunities and intellectual property rights across the continent. Its October 2010 meeting reflected an Asian region open and enthusiastic about franchising. The event attracted 9,000 visitors from 39 countries, the United States being among its largest number of participants." A sidebar on the left contains a "Detailed Record" section with a "PDF Full Text" icon, source information ("Source: Franchising World, Date: March 1, 2011"), and a table of contents. The table of contents lists sections such as "Industry Insiders Sh...", "Where to Take Your F...", "International Franch...", "Four Questions to Co...", and "Capturing Your Share...". A "Choose Another Issue" link is also present. The right side of the interface shows a vertical toolbar with various icons for navigation and actions.

« Result List Refine Search Download PDF

Four Questions to Consider Before You Go International.

Detailed Record

PDF Full Text

Source: Franchising World
Date: March 1, 2011

Inside this work

Full Text Contents

1 - 5 | 6 - 10 | 11 - 15 | »

Industry Insiders Sh... 18

Where to Take Your F... 19

International Franch... 21

Four Questions to Co... 26

Capturing Your Share... 28

Choose Another Issue

MAPPING YOUR INTERNATIONAL STRATEGY

Four Questions to Consider Before You Go International

The enthusiasm of American franchises to expand internationally is high.

BY ROSEMARIE HARTNETT, CFE AND MARY ROGERS, CFE

Franchising and Licensing Asia, an annual international event held in Singapore, promotes entrepreneurship, business opportunities and intellectual property rights across the continent. Its October 2010 meeting reflected an Asian region open and enthusiastic about franchising. The event attracted 9,000 visitors from 39 countries, the United States being among its largest number of participants.

The enthusiasm of American franchises to expand internationally is high, particularly in the Asian region, which shows strong signs of recovery from effects of the recent global economic crisis.

Small companies often venture into the international marketplace. It is often that spirit of adventure and a hearty

Hartnett and Rogers

with just one or perhaps a few licenses to sell per country shouldn't you be seeking the right partners instead of waiting for someone to knock on your door? First, you need to really consider the qualities and requirements that you are looking for in an international partner. Secondly, you'll want to consider how you might find these great partners. And thirdly, once you locate what appears to be a suitable candidate, you'll want to conduct thorough research to make sure that the candidate has the skills, background and resources to not only get the job done and but also work collaboratively with you and your team members.

Are you prepared to comply with franchise regulations in other countries? As franchising grows and matures internationally, countries around the world have begun to

Open Access Credible Video: the RT Network for Global News



The screenshot shows the RT website interface. At the top, there are navigation links for different versions: "VERSIONS: [روسيا اليوم](#) [NOTICIAS](#) [FREEVIDEO](#) [ИНОТВ](#) [RT](#)". The RT logo is prominently displayed next to the slogan "QUESTION MORE." and a "LIVE" button. Below this is a main navigation menu with categories like "News", "Top Videos", "Programs", "Politics", "USA", "Business", "Sport", "Art&Culture", "All about Russia", and "Learn Russia".

The main content area features a breadcrumb trail: "Home > [Business](#) > [News](#) > [McFury over McDonald's Russia lack of consumer information](#)". The article title is "McFury over McDonald's Russia lack of consumer information". It includes publication details: "Published: 16 January, 2012, 17:49" and "Edited: 19 January, 2012, 20:20". There are also links for "Get short URL", "email story to a friend", and "print version".

A video player is embedded on the page, showing a news anchor and a female guest. The video title is "McDonald's (RIA Novosti / Natalia Seliverstova)". The player shows a progress bar at 00:02 out of 07:14. Below the video are buttons for "DOWNLOAD (57.5Mb)" and "EMBED".

TAGS: [Manufacturing](#), [Prime Time Russia](#), [Anya Fedorova](#), [Neil Harvey](#), [Corporate news](#), [Real sector](#), [Prices](#), [Thabang Motsele](#)

Video news story: Consumer Rights advocates in Russia (a Foreign Market) demand consumer product information like their US counterparts.

“I would think that Franchising is the easiest way to start up a business in a different country. Especially if the name is well-known.”

--Student comment regarding Foreign Markets on Wook page.

Open Access: Image



Proprietary Access: Library Research Database

The screenshot displays a library research database interface. At the top left is the **CREDO reference** logo with the tagline "Smart Research Starts Here". To its right is the **Paradise** logo with the address "18401 North 32nd" and the text "Blackboard | Databases". A navigation bar contains links: "Search | Find Topic Pages | Find a Book | Advanced Search | Concept Map | Saved Results | Gadgets". Below this is a search bar with the text "Search for franchise" and a dropdown menu set to "All Subjects" with "Capstone Encyclopaedia of Business" selected. A "SEARCH" button is to the right. On the left side, there are navigation options: "Expand all | Collapse all", "Related entries" (with "franchise [55 entries]" and "ftc [19 entries]"), "Related resources" (with "Library Catalog", "Academic Search Premier", and "CQ Researcher"), "My saved results", and "Browse Book" (with "Headings" and "People"). The main content area shows "Search Results > Business > Capstone Encyclopaedia of Business" and a "Save" button next to the title "Franchise". The text defines a franchise as a permission given by one company (franchisor) to another (franchisee) to manufacture, distribute or provide its branded products. It details the relationship, including trademark use, control, and payment. It notes that franchise operations are regulated by state legislation, specifically mentioning the FTC in the United States. It also states that in 2000, most analysts estimated that there were more than 320,000 franchised small businesses generating revenues of \$1 trillion in retail sales. At the bottom, there is a "Key links" section with three links: www.franchise.org, www.franchise.com, and www.franinfo.co.uk/index.lasso. On the right side of the main content area, there are icons for "EasyBib", email, PDF, and a "Share" button.


Reference entry on easing into a **Foreign Market** embedded into **Blackboard** using **EZProxy** for seamless access.


Wook[©] Lesson 2: Economic Systems

Open Access: *Economy Watch* – “We Follow the Money”

The Free-Riding Problem In A Multipolar Global Economy: Jeffrey Sachs

By: **Jeffrey D. Sachs** | Date: 24 April 2012

About The Author
 Professor of **Economics** & Director of the Earth Institute at Columbia University. Special Adviser to
Jeffrey D. Sachs, EconomyWatch Contributor

Featured Read

World Economy
The Free-Riding Problem In A Multipolar Global Economy: Jeffrey Sachs
Date: 24 Apr 2012

The global economy is shifting from a unipolar world, led mainly by the US, to a truly multipolar world, in which the US, the EU, the BRICS, and some smaller powers carry substantial weight. But while this shift means that no single country or bloc can now dominate the others, the major powers have seemingly become unwilling to assume global leadership, especially its financial burdens. Rather, they all just want a free ride at the others' expense.

NEW YORK – The annual spring meetings of the International Monetary Fund and the World Bank have provided a window onto two fundamental trends driving global politics and the world economy. Geopolitics is moving decisively away from a world dominated by Europe and the United States to a world in which the US, the EU, and the BRICS are all major powers. The shift can powerfully affect the financial system.

Who's Riding Who?
Photo Credit: *Wikipedia*

Online news story regarding **Economic Systems** within a global marketplace.

[<http://www.economywatch.com/economy-business-and-finance-news/the-free-riding-problem-in-a-multipolar-global-economy.24-04.html>]

Proprietary Access: Library Research Database

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Citation/Abstract

Add to selected items Save to My Research Email Print Cite

NEWS ANALYSIS: Impact of global financial crisis beginning to sting in Ukraine
Drach, Maryana; Shtogrin, Iryna. *Ukrainian Weekly* [Jersey City, N.J] 26 Oct 2008: 3,22.

Abstract (summary) [Translate](#)

"I went to Privatbank to withdraw money from my active account, which I'm supposed to be able to use any time," said one man. "They told me to go away; they didn't give me anything. I'm still fighting about it. Tomorrow I'm going to go and file a lawsuit."

"The methods of the Ukrainian National Bank are strict, but correct. It's an important and necessary preventive measure," Mr. [Viacheslav Yutkin] said. "If the National Bank had reacted two weeks earlier, banks would have had the chance to hold on to at least \$1.5 billion in accounts, and the current liquidity crisis wouldn't be so bad. But it took a long time for them to make a decision, and that made the crisis even worse."

"We shouldn't forget that Ukraine has almost \$40 billion in reserves; that's more than enough," said Oleksander Suhonyako, the head of the Association of Ukrainian Banks, a grouping of the country's major commercial banks and credit institutions. "But the financial crisis isn't going to be over soon, and it just keeps growing every day. I think it's not a matter of a month, but half a year, or even more. In order to meet the problems of the future, we need to start thinking about international loans now."

Full Text [Translate](#)

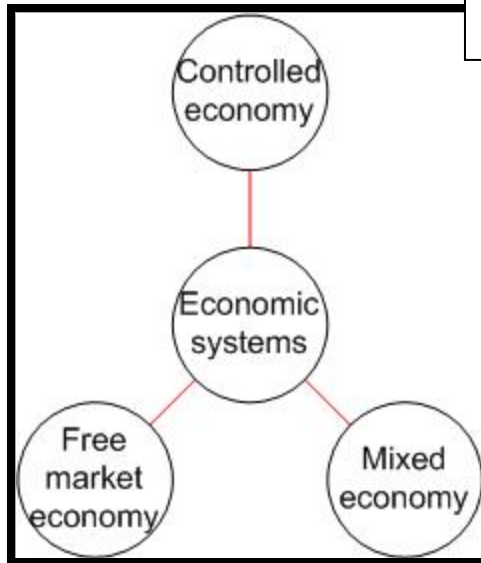
KYIV - Political uncertainty is nothing new for Ukrainians. But financial uncertainty is something different - and deeply unwelcome.

As the effects of the global financial crisis take hold around the world, money flows have become a source of extreme anxiety in Ukraine. On the streets of the capital, many residents expressed worry about the fate of their savings.

News article discussing Economic Systems and the global financial crisis embedded into Blackboard using EZProxy for seamless access.

Open Access--Image:

Economic Systems in Action!



“Without innovation and entrepreneurship, you can’t build your economy. Small businesses are the catalyst for keeping people employed.”

--Student feedback regarding Economic Systems on Wook Page

Proprietary Access: Library Research Database

The screenshot displays a library research database interface. At the top left is the logo for "FILMS ON DEMAND DIGITAL EDUCATIONAL VIDEO". To its right is the text "Paradise Valley Community". Below the logo is a navigation menu with buttons for "HOME", "SUBJECTS", "SPECIAL COLLECTIONS", "PLAYLISTS", and "FAVORITES". A search bar is located on the right side of the page. The main content area features a video player with a play button in the center. Below the video player are several interactive options: "Email this Video", "Add to Playlist", "Add to Favorites", "Embed this Video", and "Citation". The video title is "The Battle of Ideas". Below the video player, there is a section titled "NOW PLAYING" with the video title "Rethinking the Mixed Economy (03:39)" and a description: "From Title: The Battle of Ideas. Keith Joseph started to rethink Conservative policy, joining the Institute of Economic Affairs, which espoused Hayek's ideas. Joseph attacked the mixed economy, making the case for capitalism. His crusade to convert the country was unpopular. Item Number: 44212. © 2004". The PBS logo is also visible. To the right of the video player is a list of segments with the following titles and descriptions:

- 1. Introduction: The Battle of Ideas (02:42)**
This is the story of how the new global economy was born. There was a century long battle of ideas as to who would control economies -- governments or markets -- and which economic system would truly benefit mankind.
- 2. Sponsors: The Battle of Ideas (01:12)**
Sponsors: The Battle of Ideas
- 3. Opposing Views about Government's Role (02:05)**
During WWII, John Maynard Keynes helped governments defend freedom by planning their economies; his friend and fellow economist Friedrich Hayek thought government interference in the economy was a threat to freedom.
- 4. World War I Laid Europe to Waste (03:07)**
World War I halted the growing globalization that had resulted from technological advances in the early 20th century. Almost 80 years would pass before there was a truly global economy again.
- 5. Keynes Resigns over WWI Reparations (02:56)**
After WWI, free trade, commerce, and private property were outlawed in the Soviet Union. At Versailles, Cambridge economist Keynes argued in vain against German reparations.
- 6. Von Mises Influences Hayek (03:11)**
In a mostly socialist intellectual climate, Hayek was influenced by the libertarian thinker Ludwig von

Video discussing Economic Systems specifically ideas around the mixed economy embedded into Blackboard using EZProxy for seamless access.