

The World is Flat

Or: "How the world has been made ready for you"

By Thomas L. Friedman

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New York

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How the World Became Flat

- Forces which caused the global economy
- 10 major political events, technological advancements, and companies
- in just 20 years

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<http://www.andreas.com/berlin.html>

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#1

Fall of the Berlin Wall • 11/9/89

- Ended authoritarian government in Europe
- Coincided with the PC (personal computer)
 - Apple first in 1977
 - Followed by IBM with Windows 3.0 - shipped 5/22/90

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What's the Impact?

- On Societies
 - Democracy
- On Government
 - Relaxation of government control encourages trade; opens up the reach of new economies
 - Capitalism vs Communism
- On Business
 - Market-forces "answer to the interests, demands and aspirations of the people" pg. 52

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What's the Impact

On People

- Personal empowerment through technology
- Individuals creator of information not just consumer of information
- Connectivity

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What is the difference between the Internet and the world wide web?

Identify the elements of each

Internet	WWW
computers	Tim Berners-Lee
programs use it	videos
network of networks	sounds
Vint Cerf & Bob Kahn	documents
cables	pictures
sends packets of data	links
	August 6, 1991- debut

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#2

Netscape - August 9, 1995
WWW goes Public
Mountain View, California

Flattner 2

What's the Impact?

On Business

"The Netscape IPO ^{*} was a clarion call to the world to wake up to the Internet." pg. 62

Coincided with the release of Windows 95
Led to the Dot.com bubble
Which led to the fiber optic bubble
(over-investment in fiber cable)

Pg. 52

*Initial Public Offering: when a company raises money by selling shares of itself to the public

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What's the Impact?

On People

- An individual interacts with his computer,
- then with his business network,
- then with anyone anywhere in the world who is also connected to the Internet.

During the years between 1989 and 1995, the foundation for the flat world is laid. pg. 77

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Attachments

berlin wall falls.mov

silicon valley.jpg