1. Jeans, Unlimited!, a popular apparel chain for college students, designs its clothes at its New York headquarters. However, in an effort to produce its products at a lower cost, Jeans, Unlimited! has established production plants in two Southeast Asian countries. The company also buys complementary accessories from various Southeast Asian suppliers. Recently, the company faced some negative press after one of its suppliers was found to be using questionable, albeit legal labor practices, including employing child labor and forcing workers to operate in an unsanitary environment.

2. Global Trading, Inc. (GTI) is a global company that manufactures and markets in over 40 countries. With 75,000 employees in as many cultures, GTI has been concerned about understanding and managing, not only employees, but their suppliers and customers as well. Jamie, a manager at Diversity Training International, is supervising a cross-cultural project for GTI and proposes using the Hofstede framework. Managers at GTI are interested but have a lot of questions.

3. Sandy Smith, vice president of marketing for a large consumer products company, will be traveling to Columbia to spearhead an effort to increase her company’s presence in the area. Sandy is concerned about her safety and has contacted a risk-assessment service for advice.

4. Sergei Chernovl is a Russian exchange student. In an effort to learn more about how a market economy functions, Sergei is writing a research paper comparing doing business in Russia with doing business in America.

5. Consider the following situation where two countries, Liquidville and Foodland, produce drink mixes and food using resource units described in the table below. In Foodland, 20 resource units are needed to produce a ton of food and four units of resources are needed to produce a ton of drink mixes.