

On the globalEDGE?

Is your business really prepared for international expansion? Do you want to know how you can go global? Well....find out from your personal online consultant!

CORE™ is a self-assessment tool that will allow you to determine your company's readiness to expand its operations internationally and ascertain its ability to export a particular product.

Partner[™] is an interactive tool that will assist you in evaluating and comparing a variety of potential international venture partners.

Distributor™ is designed to aid your company with identifying the best distributor or agent to use (specific to your product and market characteristics) when moving into new markets.

Freight[™] evaluates the compatibility of international freight forwarders in respect to your business' type and volume of freighting needs.

GLOBE™ (under development) will help you assess the degree of globalization potential of your organization based on your business' structure, culture, management processes, and strategy.





The Diagnostic Tools are web-based software programs that incorporate the collective knowledge and experiences of seasoned international business executives and empirical research findings from international business operations of the past 20 years.



http://globalEDGE.msu.edu/DiagTools

globalEDGE™

global business knowledge



TABLE OF CONTENTS

Dean's Message	2
Directors' Welcome	3
2005 Sample of Activities	5
The Broad School Faculty are the Leaders in International Business Research	6
Integration of Global Business Research and Education	7
Reaching Out to Regional Businesses: International Business Forums	8
A Decade of International Business Institute for Community College Faculty	10
Academy of International Business Joins MSU-CIBER	11
2nd Annual Conference on Emerging Research Frontiers in International Business	12
Globalizing HBCU Business Schools.	13
Study Finds Supply Chain Often Neglected in Business Continuity Planning	14
MSU-CIBER Releases the Latest EMPI Index	15
Business Language Initiatives	16
Internationalizing Doctoral Education in Business	17
Broad School Offers Unique Undergraduate Specialization in International Business	19
The Study Abroad Program in the Broad School	20
2003-2004 Grant Recipients	21
MSU-CIBER Staff	23
MSU-CIBER Advisory Board	24

Cover photos clockwise from top right: MSU-CIBER Team in 2005, Special ATF (Alcohol, Tobacco and Firearms) Agent Peter Elliott addressing the 9/11 events and its implications in Spring 2002 and MSU-CIBER Team in 2001.