

For Activity 1:

First, view the assigned videos related to Google (see links below), and answer 4 brief questions. please watch:

a) "BEST PLACE TO WORK FOR" [<https://www.youtube.com/watch?v=5RSrZgav61Y>]

b) "GOOGLE HISTORY" (from Stanford E-Corner site)
[<http://ecorner.stanford.edu/authorMaterialInfo.html?mid=1077>]

c) "Google Corporate Culture" [<http://www.youtube.com/watch?v=9bJBeCl0e3U>]

d) A Typical Day at Google
[<http://www.youtube.com/watch?v=L8gCV0KYdJc&feature=related>]

e) "GOOGLE HISTORY" [<https://ecorner.stanford.edu/videos/google-history/>]

f) Watch this video on "Googles Dark Side"
[<http://www.youtube.com/watch?v=oNofb-OlZyQ>]

g) Read this article on the Huffington Post (there is also a short video embedded)
"GOOGLE MISSES A LESSON IN WISDOM 101"
[http://www.huffingtonpost.com/ron-purser/google-misses-a-lesson_b_4900285.html]

After watching all the videos above please briefly answer these questions below. Each answer must be between 12-16 lines long.

Question 1- What is unique about the GOOGLE culture?

Question 2- Will GOOGLE be able to sustain this type of culture?

Question 3- What might be some aspects of the DARK SIDE of Google?

Question 4- Why is GOOGLE training their employees in mindfulness? Is there also a dark side to mindfulness training?

Activity 2:

ASSIGNMENT INFO

Watch these three videos:

a) What is a Corporation? [<http://www.youtube.com/watch?v=Pin8fbdGV9Y>]

b) Concept of "Externalities"

[<http://www.youtube.com/watch?v=aCGTD5Bn1m0&feature=related>]

c) Case Histories (Part 5)

[<http://www.youtube.com/watch?v=H3m5lq9FHDo&feature=related>]

****After watching the videos, RESPOND to AT THREE (3) topic posts, dealing with Social, Ethical and Environmental Responsibility****

Here are the topic: Please be accurate and answer each topic briefly. Your response for each topic must be 15-20 lines long.

TOPIC 1: Labor Practices

Labor practices in developing countries - while some argue that paying workers pennies a day to manufacture goods for export actually benefits developing countries and their citizens, others feel that this practice is unfair.

TOPIC 2: Ownership of "commons"

Ownership of "commons"-some argue that natural resources such as water or air should be publicly-held (i.e., by governments and citizens), others argue that privatizing them (i.e., shifting ownership to private companies) will actually contribute more to their care and protection.

TOPIC 3: Advertising to Children

Advertising to children - while some argue that advertising to children is taking advantage of their lack of cognitive development, others feel it is fair game to help them satisfy needs and wants.