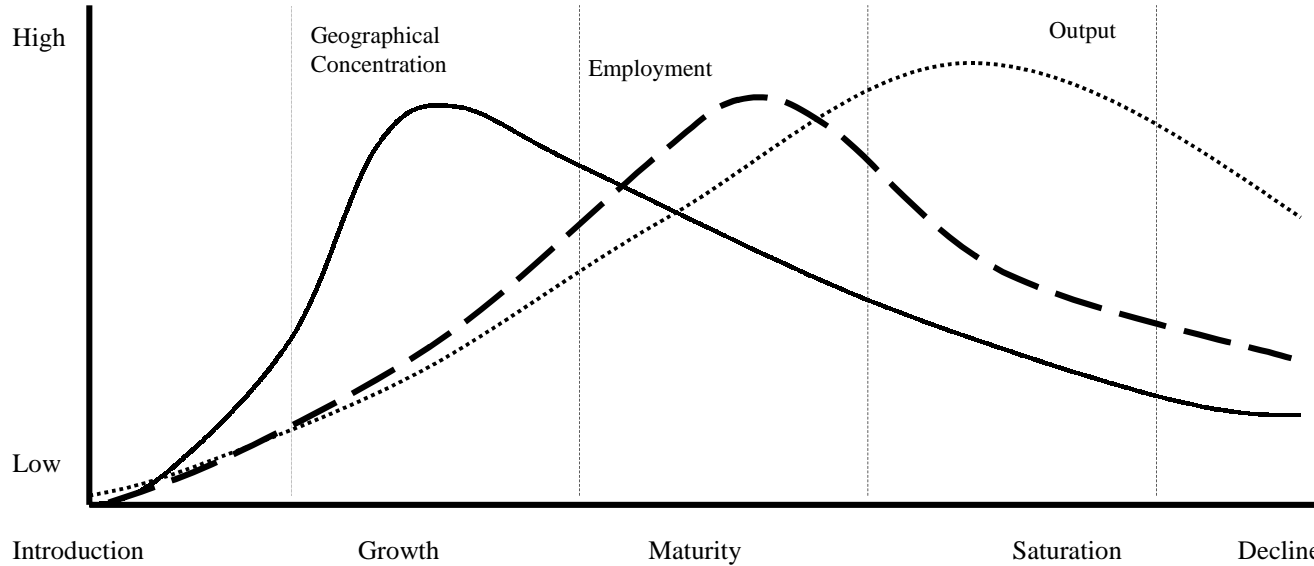




Economic Geography

Product Cycle Model





Economic Geography

- Process & Labor Costs
 - Transaction Intensive v. Standard
 - High Skill v. Low Skill
 - Front office v. Back office
 - High Wage v. Low Wage
- Locational Attributes
 - Agglomeration v. Branch Plant



Economic Geography

Technology?

- PCM v. Locational Windows
 - Standard change v. radical change