

4.10: Critical Thinking Exercises

1. Compose a paragraph of 250–500 words using all the terms below in the bullet points as they relate to B2B. The goal is to prove you understand the meaning of each term.
2. Explain the Foreign Corrupt Practices Act and why it is important as US businesses compete in the international marketplace.
3. Tesla is building a 10 million-square-foot “Gigafactory” in Nevada. While Tesla didn’t rely on systems selling in building the manufacturing facility, the company did contract with many suppliers, such as [Anning-Johnson](#), to provide vital elements such as decking. For Tesla, this was a new task situation. List the various phases Tesla underwent to arrive at the construction and operation of the lithium-ion battery Gigafactory.

Table of Various Phases for Construction

business markets	institutions	business culture
competitors	internal factors	gatekeeper
deciders	problem recognition	buying center
economic factors	personal selling	derived demand
product specifications	reseller	performance review

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