



The screenshot shows the globalEDGE website's 'Diagnostic Tools' section. At the top, there is a search bar and navigation links for Home, Resource Data, Country Insights, Industry Profiles, News & Views, and GlobalEDGE. Below the navigation is a red banner with the text 'Diagnostic Tools'. A central box features the globalEDGE logo and a list of tools: COSE™, Easier™, Distributor™, Emerge™, and GLOBE™, with a 'Subscribe Today!' button. Below this, there is a section titled 'Download the Diagnostic Tools Ad PDF' followed by a paragraph explaining the tools' purpose in a global market. A list of 'Government/Consulting Agencies' is provided, including 'Developing government policies', 'Preparing other businesses for expansion into foreign markets', and 'Establishing best practices and policy-making programs'. A 'Business' section lists 'Developing the organization's global competitiveness', 'Exploring the compatibility of international venture partners', and 'Evaluating the ability to leverage resources when dealing with high-finance and distributors'. At the bottom, a note states that a report on the tools is available for subscribers.

The Diagnostic Tools are online, interactive instruments designed to aid organizations in evaluating their international potential for a wide variety of expansion and growth opportunities. Through a series of simple, effective questions, each tool guides you through the process of determining your organization's readiness for a global venture. The tools give you an in-depth analysis into each factor being measured by using graphically-represented data, a detailed summary of strengths and weaknesses, and a comprehensive discussion of key points related to the analysis.



#### Benefits:

- Innovative business solutions
- Invaluable work experience
- Heightened global business awareness



#### Past clients include:

- U.S. Department of Commerce
- U.S. Foreign Commercial Service
- U.S. Small Business Administration
- Various businesses including SMEs and multinationals
- Higher education institutions
- Business assistance organizations
- Consultants
- Training specialists

*globalEDGE provides us with rich and innovative knowledge on international markets as we target worldwide customers with leading-quality footwear.*

—Tim O'Donovan  
Chairman, Wolverine World Wide

## **CORE™**

### *Company Readiness to Export*

CORE™ is a self-assessment tool that will allow you to determine a company's readiness to expand its operations internationally by analyzing both the business and the product competencies. This tool utilizes measures such as commitment of owners and top management, competitive capabilities in the domestic market, and motivation for going international to take a detailed snapshot of the many factors to take into consideration when deciding to export to international markets.

*globalEDGE is the nec plus ultra of international business portals: an essential tool for students, executives and researchers. It is a magnificent source and resource, continuously updated; its diagnostic tools are true interactive learning opportunities for all users. We use it integratively and fully at Georgia Tech.*

—Dr. John R. McIntyre  
Professor of International Management and  
Executive Director, Georgia Tech CIBER

## **Partner™**

### *International Partner Selection*

Partner™ is an interactive tool that will assist you in evaluating and comparing a variety of potential international venture partners. This tool highlights critical factors that need to be considered when finding the most suitable candidate for your organization by using a multidimensional set of criteria that include trust and relationship factors as well as operational criteria. Partner™ is useful for, but by no means limited to, companies new to international partnerships or the reevaluation of your existing relationships. Prospective or existing partners are assessed on preferred partner-related and task-related criteria.

## **Distributor™**

### *Foreign Distributor Selection*

Distributor™ is designed to aid your company in identifying the best distributor or agent to use specific to your product and market characteristics when opening up to new markets. One of the principal advantages of using intermediaries such as a distributor is the ability to penetrate foreign markets without directly getting involved in the myriad of complexities and risks of exporting. This tool uses criteria such as the distributor's commitment to your business, financial strength, marketing skills, and product-related factors to evaluate each candidate. In addition, you can compare distributors side-by-side.

## Pricing Information:

	All Tools	Individual Tools
Educational	\$80/3 months	\$25/3 months
Regular	\$400/year	\$150/year

\*All prices are based on individual licenses. Discounts are given above groups of 30.

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Subscribe at:

<http://globaledge.msu.edu/diagTools/>.



## Freight™

*International Freight Forwarder Selection*

Freight™ evaluates the compatibility of international freight forwarders with your business. The tool assists you with the selection of the most appropriate candidate for your type and volume of freighting needs. Using six criteria, the module highlights strengths and weaknesses of the forwarder and then makes recommendations on why (or why not) to choose the potential candidate. Freight™ has been designed for groups including export assistant agencies, exporters exploring alternative international freight forwarders, members of the International Federation of Freight Forwarders Association, and as an educational tool.

## GLOBE™

*Globalization Diagnostics (in development)*

GLOBE™ will provide a globalization benchmark of your organization's operations (i.e., the degree of globalization potential of the organization). This diagnostic tool is structured with the assumption that there are many factors that contribute to a company's degree of international expansion including strategy, organizational structure, business culture, and management processes. This tool should be used to encourage discussions on where and how to start or continue your company's international growth.