

### Theme 4 Thinking Matrix

MNC	China	Greenpeace	McLibel	G7	Right and wrong	Developing country	Sustainable future	Deepwater Horizon
Polluter pays	Target market	Government strength	Sweatshops	Consumer pressure	Nigeria	New production methods	Coca Cola	TripAdvisor
Globalisation	Pressure group	CAT	Western consumers	Natural ingredients	Toxic waste	Low wages	Ethical image	Brazil
Twitter	Technology transfer	Forest destruction	Job creation	Advertising and sponsorship	Stakeholder conflicts	Nike	G20	Labour productivity
Boycott	Control	Emissions	Social media	Misleading labelling	Disney	Bangladesh	Political influence	Economic development
Starbucks	Increased competition	Waste disposal	Child labour	Shell	Recycling materials	Scale of production	War on Want	Primark
Fair wages	Poor working conditions	campaigns	Tax avoidance	FDI	Laws	Reputation	Business culture	Forced labour
Dow chemical	Oxfam	Starbucks	Recycling	Balance of payments	India	Chevron	Protests	Dasani
McDonald's	Profit leakage	Subsidies	British American Tobacco (BAT)	Biodiversity	Action on Smoking and Health (ASH)	BP	Tax breaks	Tax revenues
Host nation	Moral judgement	Fledgling business	Supply chain	Skills transfer	Carbon footprint	Transfer pricing	Nestle	infrastructure

Supply chain considerations	Ethics	Positives of MNCs	Impact of MNCs on national economy	Marketing considerations	Negatives of MNCs	Impact of MNCs on local economy	Ways to control MNCs	MNC examples
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- Check the meaning of any words you don't know, make sure you know the definitions. Look up any companies
- Think about each word and decide which **category** it fits into and shade **one** corner of the word cell with that colour. Only do one corner because some words will apply to several categories. There are no right or wrong answers, it should make you consider the terminology of the unit and the meanings



Use your thinking quilt to write a paragraph to answer each of the following questions, remember to include some counterbalance (the opposite view):

1. How can MNCs be controlled?
2. What is the trade-off between profit and ethics?
3. What is the impact of MNCs on less developed countries?