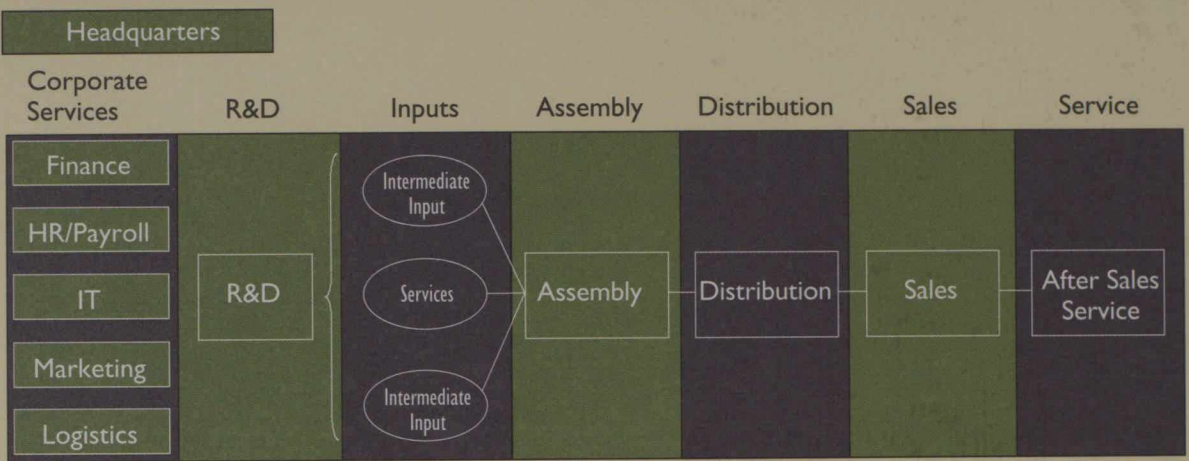


THE RISE OF GLOBAL VALUE CHAINS

A Simplified Value Chain



impact that changing business practices can have on everyday life; on what we consume, the kinds of jobs that we have and the standard of living that we enjoy. What's more, it highlights how the global economy can change: quick take-up of new manufacturing techniques allowed Britain to dominate

the global economy for years after the first industrial revolution, while the U.S. was the leader of the second. The question that we now face is: who will dominate the third industrial revolution and how will Canada stack up?

A Globally Fragmented Value Chain

