

## **Go East? Go Global! — IBM's Globally Integrated Enterprise Perspective**

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**The globally integrated enterprise (GIE) is a term coined by Sam Palmisano, CEO of IBM Corp, used to denote a firm that shapes its strategy, management and operations as a single global entity. GIE puts people and jobs anywhere in the world based on the right cost, the right skills and the right business environment. It integrates its operations horizontally and globally. Work flows to the places where it will be done best, that is, most efficiently and to the highest quality. The talk will present IBM's presence in India and China from a GIE perspective.**