Notes:

I. Introduction

A. Context: Powell’s Books

B. Investigation: Does Powell’s Books balance globalism and localism successfully?

C. Purpose: Powell’s Books as model for other modern independent businesses...

D. Greater significance: ...to help business owners and citizens find ways that they can work together to build healthy communities?

II. Method

A. David J. Hess

1. localism vs. localization

2. A local business should ideally prioritize social good/ local interests over economic growth as much as is realistically possible.

3. Independent businesses should network with other independent businesses to create a more socially responsible global market.

B. Henry Ford II

1. Social good and economic growth are not mutually exclusive goals.

2. Businesses should focus on growth to grow strong enough to bring about greater social changes later on.

3. However, businesses don’t have much control over anything outside of economic issues.

III. Results: Case Study: Powell’s Books

A. Examples of globalism?

1. Internet, chain store, partnerships with big, global businesses, some international/ out-of-state sourced goods. . high profits, putting employee needs first? elements of hyperlocalization vs. genuine localism?

B. Examples of localism?

1. ownership, location, design, political/community involvement, contributions to local identity, some locally sourced goods C. What have other independent businesses done?

IV: Discussion

A. Conclusion? Powell’s good business model, but could still improve.

B. Application? Construction of other independent businesses.

C. Bigger Lesson? As Ford II suggests, business/society can work together for greater good.

D. Further research: Environmental impact?