**IConcept activity**

*Select a visual (photo or video) or auditory (sound bite, music clip) representation for each of the concepts listed below. CREATE a vision board or interactive concept map representing your understanding of each of the concepts.*

**Concept list – External influences on business**

* Globalisation
* Technology
* Quality expectations
* Cost-based competition
* Government policies
* Legal regulation
* Environmental sustainability

**SAMPLE**

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**SUCCESS**