

Keynote Address

One World. One Company. The Need to Build Truly Global Companies in the 21st Century

Mr Fredrik Haren

Founder, interesting.org



The Digital Divide

The Global Divide







Google's New Earbuds Instantly Translate 40 Languages

Google unveiled the Pixel Buds on Wednesday.



By Kevin J. Ryan Staff writer Inc. [@wheresKR](#)



2 COMMENTS



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Truly Global Company

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money.

**Apple's 598,500
U.S. jobs**

107,250 are in engineering and manufacturing



191,250 are in the iC app economy

GRAPHIC BY BLOOMBERG BUSINESSWEEK
DATA: APPLE

You're a multinational. What are the obligations of an American company to be patriotic, and what do you think that means in a globalized era?

(Pause.) That's a really good question. I do feel we have a responsibility to create jobs. I don't think we have a responsibility to create a *certain* kind of job, but I think we do have a responsibility to create jobs. I think we have a responsibility to give back to the communities, to pick ways that we can do that ... and not just in the U.S., but abroad as well. I think we have the responsibility to make great products that we can recycle and that are environmentally friendly. I think we have a responsibility to make products that have a

greater good in them.

That's the one that is most important of all, because a cigarette company could give sack things and environmentally dispose of their product or something like that. But we want to provide a product that changes people's lives in some way. We spend a lot of energy focusing on education. We created iBooks Author and gave it away for free. We wanted to reinvent the textbook and reinvent the classroom and try to really go a long way to solving the student engagement problem. It doesn't solve every problem in education, but it solves a very important one, right?

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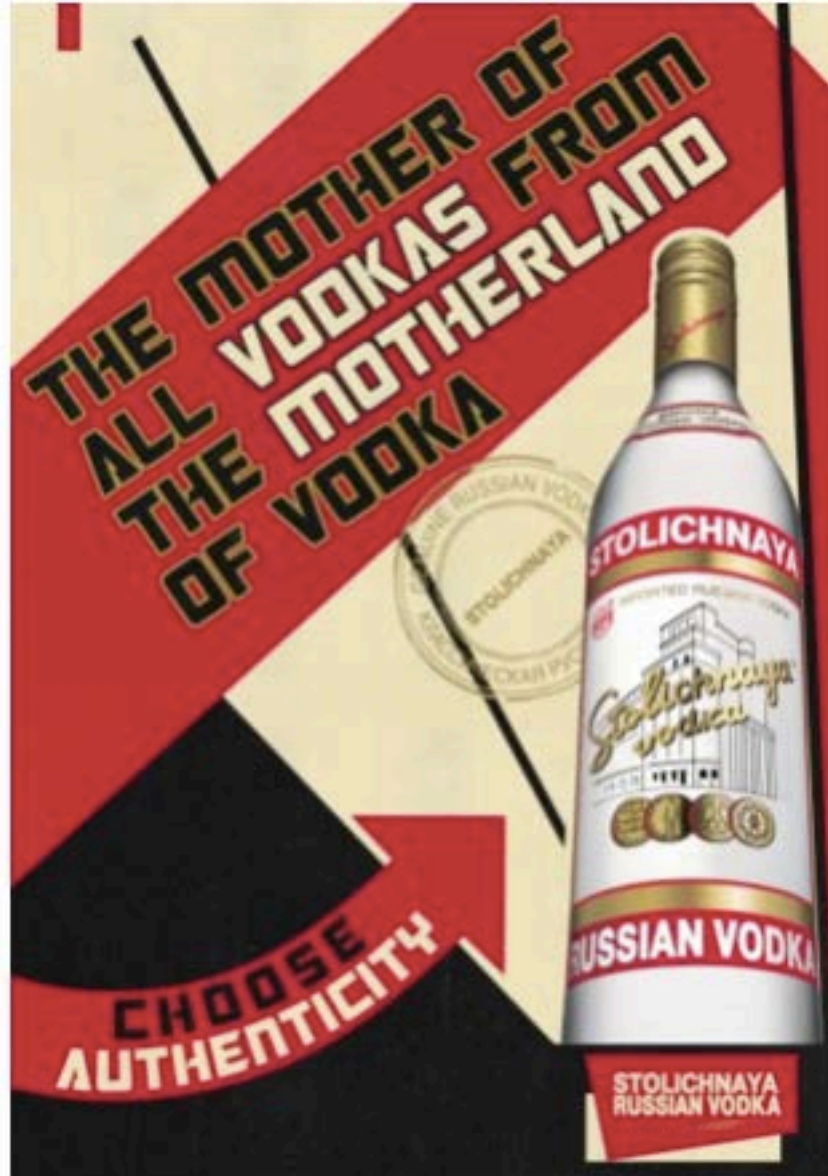


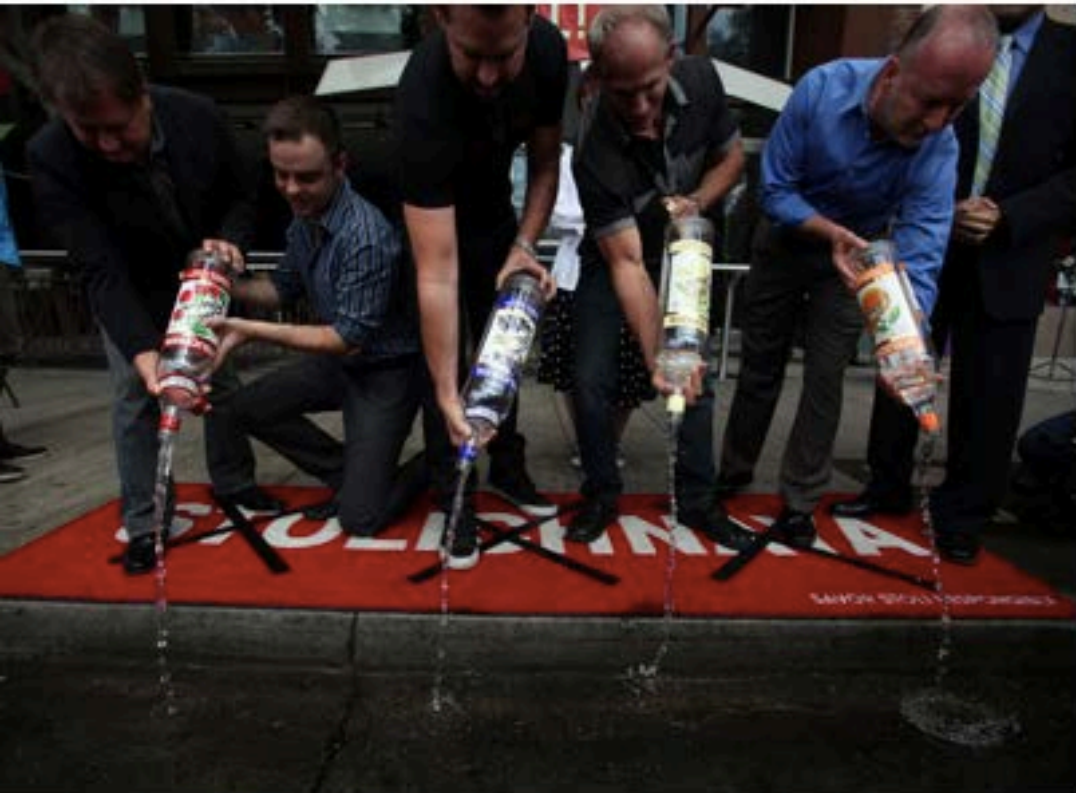
On Apple and the economy: "I think we do have a responsibility to create jobs."

On Samsung: "It's awkward. There's litigation. I absolutely hate it!"

On Steve Jobs: "The most under-appreciated thing about Steve was that he had the courage to change his mind."

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Have questions? Find out more [here](#).





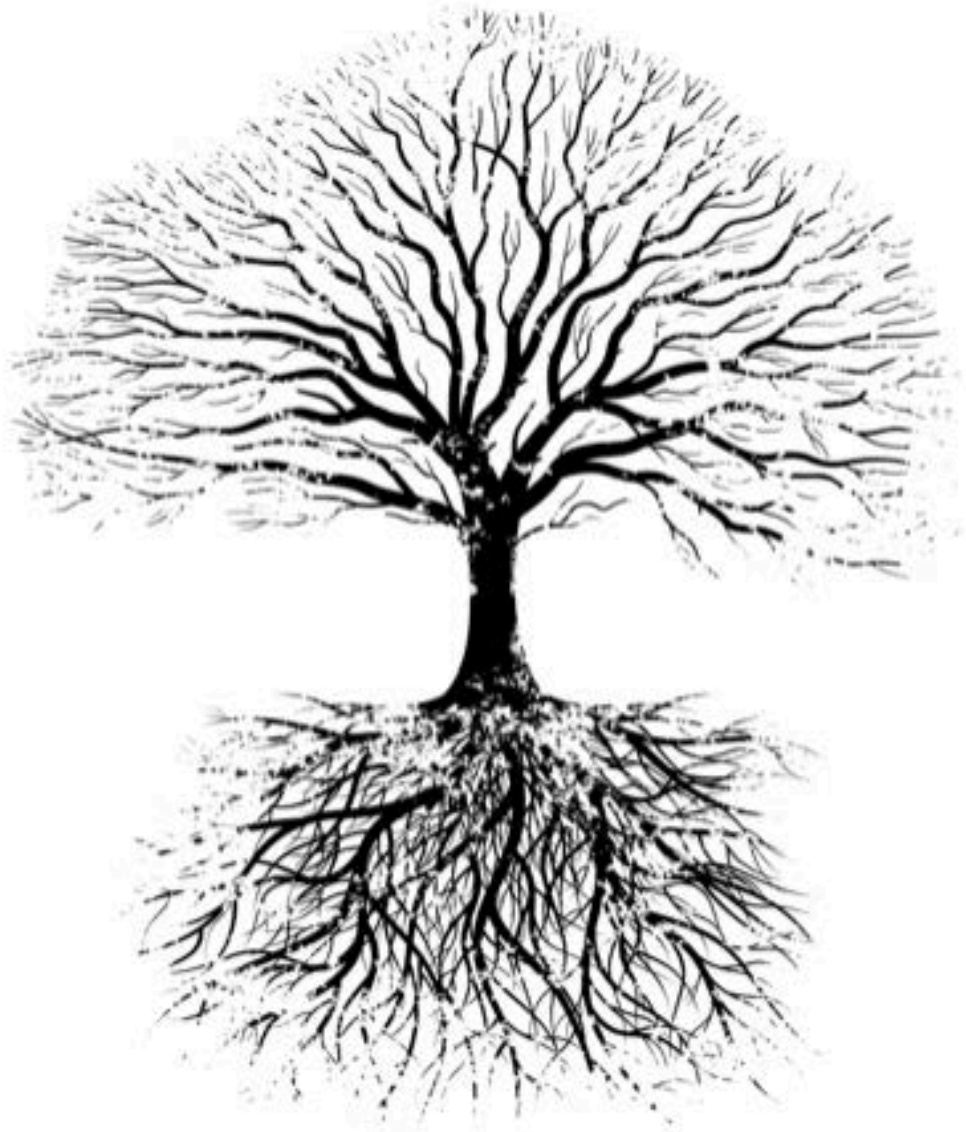








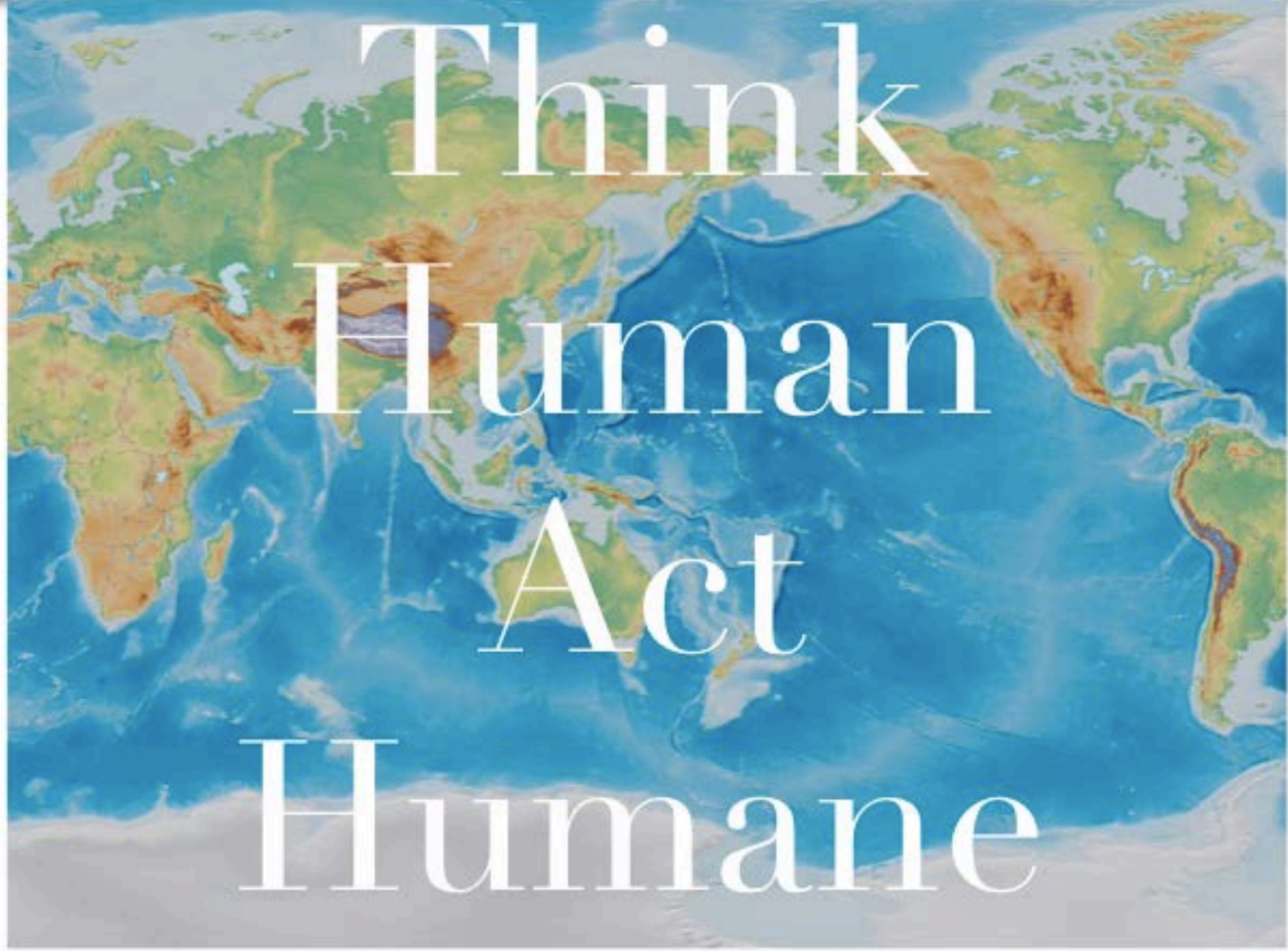






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Local





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