

# AP HUMAN GEOGRAPHY UNIT 2 TEXTBOO

27 Essential Questions and Answers about AP Human Geography Unit 2 Textbook Chapter 11\*\*

## 1. What is spatial diffusion?

- The spread of a feature or phenomenon from one place to another over time.

## 2. What are the three main types of spatial diffusion?

- Expansion diffusion, hierarchical diffusion, and contagious diffusion.

## 3. What is expansion diffusion?

- The spread of a feature or phenomenon in all directions from its origin.

## 4. What is hierarchical diffusion?

- The spread of a feature or phenomenon through a series of intermediate locations.

## 5. What is contagious diffusion?

- The spread of a feature or phenomenon from one individual or group to those in close proximity.

## 6. What is cultural diffusion?

- The spread of cultural traits or ideas from one society to another.

## 7. What are the factors that affect cultural diffusion?

- Distance, accessibility, cultural similarities, and technology.

## 8. What are the consequences of cultural diffusion?

- Acculturation, assimilation, and globalization.

## 9. What is globalization?

- The increasing interconnectedness and interdependence of the world's population.

## 10. What are the drivers of globalization?

- Technology, trade, transportation, and communication.

## 11. What are the benefits of globalization?

- Increased economic growth, cultural exchange, and technological advancements.

## 12. What are the challenges of globalization?

- Economic inequality, cultural homogenization, and environmental degradation.

**13. What is migration?**

- The movement of people from one place to another.

**14. What are the two main types of migration?**

- International migration and internal migration.

**15. What are the factors that influence migration?**

- Economic factors, political factors, environmental factors, and social factors.

**16. What are the consequences of migration?**

- Economic benefits, social and cultural changes, and environmental impacts.

**17. What is a refugee?**

- A person who has fled their home country due to war, persecution, or natural disaster.

**18. What are the rights of refugees?**

- The right to asylum, the right to basic necessities, and the right to protection from discrimination.

**19. What is a stateless person?**

- A person who does not have any recognized legal nationality.

**20. What are the challenges facing stateless people?**

- Lack of access to education, healthcare, and employment.

**21. What is population growth?**

- The increase in the size of a population.

**22. What are the factors that affect population growth?**

- Birth rates, death rates, and migration rates.

**23. What are the consequences of population growth?**

- Increased demand for resources, environmental degradation, and social and economic challenges.

**24. What is population density?**

- The number of people per unit of land area.

**25. What are the patterns of population density around the world?**

- Population densities are highest in coastal areas, river valleys, and agricultural regions.

**26. What is urbanization?**

- The process of people moving from rural areas to urban areas.

**27. What are the factors that contribute to urbanization?**

- Economic opportunities, social amenities, and technological advancements.

### **Who Needs to Read This Book About the Topic?**

This textbook chapter is essential reading for students of AP Human Geography and anyone interested in understanding the processes and patterns of human geographic phenomena. It provides a comprehensive overview of spatial diffusion, cultural diffusion, migration, population growth, and urbanization, and explores their implications for contemporary society.

**Which person memorized the designs of machines used in British factories in order to bring secrets to the United States?** Slater set foot in New York in late 1789, having memorized the details of Britain's innovative machines. With the support of a Quaker merchant, Moses Brown, Slater built America's first water-powered cotton spinning mill in Pawtucket, Rhode Island.

**What was the most predominant shape in Inca architecture?** Most Inca structures were erected with rectangular shapes. They had wooden beams and a gabled, thatched roof. Doors and windows could be square, rectangular, or trapezoidal. Double and triple door jambs were used to show prestige.

**Who memorized the designs of a British spinning machine and opened the 1st American mill for spinning cotton thread?** During the British Industrial Revolution, Richard Arkwright changed the putting out system of the textile industry and created the mill system. Samuel Slater took many of these ideas and created the first cotton mill in the United States.

**Who was the guy who brought the design of British machines to America?**

**How did Inca cut stone?** The Inca built their cities with locally available materials, usually including limestone or granite. To cut these hard rocks the Inca used stone, bronze or copper tools, usually splitting the stones along natural fracture lines.

**Who were the only people allowed on the roads built by the Inca?** According to Hyslop the use of the Inca road system was reserved to authorities. He states: «soldiers, porters, and llama caravans were prime users, as were the nobility and other individuals on official duty...

**What did Inca cities look like?** Cities were built around a central plaza, as they so often were in ancient times. The plaza was surrounded by temples and government offices and homes for the priests and nobles. The Incas loved shiny things. The nobles decorated their doors with gold and silver and anything shiny.

**Who memorized the designs of the machines in a British factory and then came to America to build his own mill?** But that didn't stop a British-American called Samuel Slater. He memorized the construction plans for Arkwright's factory. He then left for the US without telling anyone and created the first mill in the US to use the Arkwright system in 1793, at Pawtucket RI.

**What was Samuel Slater known for?** Slater is known as the “Father of the American Industrial Revolution.” His first mill, Slater Mill, in Pawtucket remains an important historic site that tells the story of the birth of the American Industrial Revolution. This event changed the United States forever, and still affects us today.

**Who invented machines in factories?** Some of the most notable Industrial Revolution inventions included the following: Cotton Jenny invented by James Hargreaves in 1768. Steam Engine was initially invented by Thomas Newcomen in 1712; James Watt made improvements to the machine in 1775.

**Who brought the textile industry to America?** Nevertheless it was an English immigrant, Samuel Slater, who finally introduced British cotton technology to America. Slater had worked his way up from apprentice

to oversee in an English factory using the Arkwright system.

## Starbucks SWOT Analysis 2017: Strategic Management Insight

### 1. What are Starbucks' strengths?

- **Strong brand recognition and loyalty:** Starbucks is one of the most recognizable brands in the world, with a loyal customer base.
- **Extensive global presence:** Starbucks has over 24,000 stores in more than 70 countries, giving it a global reach.
- **Innovative products and services:** Starbucks constantly introduces new products and services, such as the Pumpkin Spice Latte and Mobile Order & Pay, to keep customers engaged.
- **Strong financial performance:** Starbucks has consistently reported strong financial performance, with revenues in 2017 exceeding \$22 billion.

### 2. What are Starbucks' weaknesses?

- **Competition:** Starbucks faces intense competition from other coffee chains, such as Dunkin' Donuts and Tim Hortons, as well as from local coffee shops.
- **High prices:** Starbucks' prices are higher than many of its competitors, which can deter some customers.
- **Limited menu:** Starbucks' menu is relatively limited compared to some other coffee chains, which can limit its appeal to some customers.
- **Inconsistent store quality:** Starbucks' store quality can vary significantly from location to location, which can affect the customer experience.

### 3. What are Starbucks' opportunities?

- **Expansion into new markets:** Starbucks has significant opportunities to expand into new markets, such as China and India.
- **New product development:** Starbucks can continue to introduce new products and services to keep customers engaged and drive sales.
- **Technology integration:** Starbucks can leverage technology to improve the customer experience, such as through its Mobile Order & Pay app and rewards program.
- **Strategic partnerships:** Starbucks can form strategic partnerships with other companies to expand its reach and offerings, such as its partnership with Spotify.

### 4. What are Starbucks' threats?

- **Changing consumer preferences:** Consumers are increasingly demanding healthier and more sustainable food and beverage options, which could pose a threat to Starbucks' traditional offerings.
- **Economic uncertainty:** Economic uncertainty can lead to reduced consumer spending, which could impact Starbucks' sales.
- **Rising coffee prices:** Rising coffee prices could put pressure on Starbucks' profitability.
- **Negative publicity:** Negative publicity, such as the recent controversy over Starbucks' holiday cups, can damage Starbucks' brand reputation.

### 5. What are some strategic recommendations for Starbucks?

- **Continue to expand into new markets:** Starbucks should continue to focus on expanding into new markets, such as China and India, to drive growth.
- **Innovate and diversify its product portfolio:** Starbucks should continue to introduce new products and services to keep customers engaged and drive sales, while also exploring new product categories,

such as food.

- **Leverage technology:** Starbucks should continue to leverage technology to improve the customer experience and drive efficiency, such as through its Mobile Order & Pay app and rewards program.
- **Manage its costs and pricing:** Starbucks should manage its costs and pricing carefully to maintain its profitability while remaining competitive in the market.
- **Monitor industry trends and adapt accordingly:** Starbucks should closely monitor industry trends and adapt its strategy accordingly, such as by developing healthier and more sustainable menu options.

Disrupt: Think the Unthinkable to Spark Transformation in Your Business, 2nd Edition\*\*

### Questions and Answers:

1. **What is the main premise of "Disrupt"?**

- To challenge conventional thinking and spark transformative change in businesses.

2. **Who wrote "Disrupt"?**

- Clayton Christensen and Michael Raynor

3. **What is the "innovator's dilemma"?**

- The tendency for established companies to prioritize incremental innovation over disruptive technologies.

4. **What is a "disruptive innovation"?**

- A new technology or product that creates a new market or value network.

5. **What is the "Jobs to Be Done" framework?**

- A tool for understanding customer needs and developing products that meet them.

6. **What are the five "discovery questions" for identifying disruptive opportunities?**

- 1. Who is the customer? 2. What is the customer's job to be done? 3. What is the customer's pain point? 4. What is the customer's budget? 5. What is the customer's timeframe?

7. **What is the "Blue Ocean Strategy"?**

- A framework for creating a new, uncontested market space.

8. **What is the "Zero Sum Game" fallacy?**

- The belief that there is a finite number of customers and that one company's gain must come at the expense of others.

9. **What is the "Fast Second" strategy?**

- A strategy for quickly entering a new market as a follower by leveraging existing resources and capabilities.

10. **What is the "Open Innovation" model?**

- A model for collaborating with external partners to access new ideas and technologies.
11. **What is the "Scalability Fallacy"?**
    - The belief that all good ideas can be scaled up to achieve massive success.
  12. **What is the "IKEA Principle"?**
    - The idea that customers should be actively involved in customizing and assembling products.
  13. **What is the "Pivoting" strategy?**
    - A strategy for changing a company's direction based on market feedback and changing circumstances.
  14. **What is the "Moonshot Thinking" approach?**
    - A mindset that encourages bold and ambitious ideas that push the boundaries of possibility.
  15. **What is the "lean startup" methodology?**
    - A process for quickly developing and testing new products or services at a low cost.
  16. **What is the "customer intimacy" model?**
    - A model for developing close relationships with customers and understanding their needs.
  17. **What is the "value chain disruption" strategy?**
    - A strategy for disrupting an industry by targeting specific activities in the value chain.
  18. **What is the "coopetition" strategy?**
    - A strategy for collaborating with competitors to achieve mutually beneficial outcomes.
  19. **What is the "accelerated model" for innovation?**
    - A model for rapidly developing and testing new ideas through small, iterative experiments.
  20. **What is the "radical innovation" approach?**
    - A strategy for creating fundamentally new products or services that disrupt existing markets.
  21. **What is the "digital transformation" imperative?**
    - The need for businesses to adapt to the rapid changes brought about by digital technologies.
  22. **What is the "business model innovation" concept?**
    - A strategy for changing the way a company makes money.
  23. **What is the "ecosystem disruption" strategy?**
    - A strategy for disrupting entire industries by creating new ecosystems of products and services.
  24. **What is the "human-centered design" approach?**

- A design process that focuses on understanding and meeting the needs of users.

**25. What is the "continuous innovation" imperative?**

- The need for businesses to continuously innovate to stay ahead in a rapidly changing marketplace.

**26. What is the "exponential thinking" mindset?**

- A mindset that assumes that progress will continue to accelerate and that exponential growth is possible.

**27. What is the "purpose-driven organization" concept?**

- The idea that businesses should be driven by a clear purpose that goes beyond profit maximization.

**Who Needs to Read "Disrupt"?**

"Disrupt" is an essential read for:

- Business leaders looking to transform their organizations
- Entrepreneurs seeking to launch disruptive new ventures
- Innovators seeking inspiration and actionable strategies
- Anyone interested in understanding and harnessing the power of disruption to create positive change

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