1. In what ways is the watch industry global? Compare and contrast the drivers of the watch industry with those of a multidomestic industry, for example bakeries. What is the globalization potential of bread, and how does this differ from watches?
2. Why did the industry really begin in Switzerland?
3. Why did Timex succeed the Swiss as world volume leader in the 1950s and 1960s?
4. Why did Seiko become the industry leader in the mid-1970s?
5. How did Swatch manage to resuscitate the Swiss industry?