

**GLOBAL EXECUTIVE PROFESSIONAL WORKSHOP ON
ORGANIZATIONAL DEVELOPMENT, LEADERSHIP AND
INNOVATION**

Shanghai DBA

September 25 – October 6, 2017



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

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MAIN SPEAKERS

Dr. ERIKA BUTLER



Adjunct Professor
Eli Broad College of Business
International Studies and Programs
butlerer@msu.edu

Dr. Butler earned four degrees from MSU; a BA in English Literature, an MA in Organizational Communication, an MA in Educational Psychology, and a PhD in Telecommunication. Since 1994, She has been teaching at MSU in various departments on campus.

In addition to her work at VIPP, she serves as an adjunct professor in the Eli Broad College of Business. She has taught courses focus on business, technology, and globalization. Prior to teaching at MSU, she was a professional in the IT world, where she specialized in developing business solutions through the use of new technologies. At General Motors/Electronic Data Systems, she evaluated, designed and implemented computing solutions in manufacturing and was involved in many aspects of supply chain management, purchasing, and quality control.

Dr. Butler research has focused on how communication technologies influence interpersonal behavior. Her personal interests are diversity, cultural customs, cooking, and international business. Erika speaks English, Dutch, German, and French and she loves to go dancing with her husband.



KEITH IVOR BEZANT NIBLETT

Eli Broad College of Business

BA, CAMMd, MScBus, GDipInstM, MM, MScM, LRAM, DBA

Email: niblett@bus.msu.edu

Tel: w (517) 353 5662 cell 602 768 8571

Keith joined Executive Development Programs at The Eli Broad College of Business, Michigan State University, Lansing, on February 1, 2009. In this role, focusing on Customized and International programs he is working on whole program design, marketing and sales, teaching and support,



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continuous improvement and strategic geographic and portfolio development. He continues to teach and write.

Initially an English and a Masters Music graduate, Keith was involved in the media industry for the first twenty years of his career. He held senior executive and directing positions in the regional and national press, in radio and magazines. This part of his career enabled him to live in Hong Kong, the USA and Canada, Australia and Singapore and France. Whilst working in the media, Keith passed a post-graduate Masters degree in Management Studies, and a Masters degree in Marketing and Marketing Behavior and a further Masters degree in Marketing Strategy.

He joined BET, the Industrial Services conglomerate, in 1989, and was responsible for the strategy formulation, implementation and resulting development needs of their seventy companies' world-wide. During this period he worked with the construction, oil and gas, hiring, out-sourcing, transport, manufacturing and cleaning industries in the Americas, Europe, Mid East, Australasian and Asian sub continents. Headquartered in Green Park, London he also had offices and accommodation in Delhi, India

Keith was appointed to the consulting faculty of the PA Management Development Practice at Sundridge Park Business School in August 1996. As a Managing Consultant, he utilized his skills in strategy, leadership, management, marketing and brand development techniques to develop programs, lecture and to consult with clients in the software, IT, telecom, building, oil and gas, banking, builder's merchant, specialist retailing, transport, public agency, and manufacturing market sectors in UK, Europe, Asia, North and South America.

He was appointed to the Organizational Development Arena at Cranfield University School of Management in April 2001. He was Client Partner and Director for customers from the insurance, banking, trading, manufacturing, retail, IS/IT, telecom, and extractive industries. This work includes client business in the US, Canada, Gulf States, Australia, China, India, Russia, Turkey and most Euro countries. He directed designed and lectured a number of corporate client programs and taught on the Cranfield MBA and MSc Marketing, in strategy, marketing and sales strategy, supply chain strategy, sales techniques, key account management, leadership, negotiation skills, decision making and management skills. During his tenure at Cranfield he completed his Doctorate in Business Administration

Keith joined Thunderbird, the then Garvin School of International Management (now School of Global management) in Glendale, Arizona, in February 2005 as Assoc. VP, responsible for global partnerships, executive education, open program enrollment, online programs and Thunderbird consulting. He was also senior faculty, specializing in strategy, marketing strategy, integrated supply chain strategies, customer engagement strategy, sales strategy, key account management, negotiations, implementing and leading strategy and global mind set. His close client relationships were from the Oil and Gas, Information Systems, Information Technology, International Banking and Insurance and Global Manufacturing Sectors. He acquired much knowledge in relation to global management and mindset, global business, global business intelligence, entrepreneurship and



marketing into overseas geographies. He left to join MSU in February 2009. He now resides in Okemos, Michigan USA.



MICHAEL R. RIP

Eli Broad College of Business, College of Human Medicine and School of Criminal Justice
BSc BSc(Hons) MSc(Community Health) PhD
Michigan State University
East Lansing, Michigan 48824, USA

Founding Director: MindLeap LLC

Founding Executive Director: The MindLeap Institute (non-profit)

E-Mail: rip@msu.edu

Professional Experience

Michael Rip is the Founding Director of the Program in Healthcare Administration (Broad College of Business), and previously the Founding Director of the Program in Public Health (College of Human Medicine). Dr. Rip was on the faculty of the Department of Community Health at the University of Cape Town Medical School, South Africa, for seven years. After obtaining his Ph.D. in spatial epidemiology and medical geography at Michigan State University (MSU) in 1991, he spent 16 years on the faculty of the Department of Epidemiology (MSU). There he developed graduate and undergraduate degree programs and courses in public health and epidemiology, most notably EPI-390 – *Disease in Society: An Introduction to Public Health and Epidemiology*, and the Specialization in Global Public Health and Epidemiology. He also assisted in the creation of the Department of Epidemiology in the early 1990s and was the Director of the Graduate Program until 2007. Dr. Rip's undergraduate and postgraduate teaching interests include: critical thinking and innovation, population health, and epidemiology. Counterfeit pharmaceuticals, intelligence analysis and food fraud, bringing strategic intelligence analysis to the healthcare industry (e.g., healthcare fraud), the regionalization of healthcare programs, and achieving High Reliability in Organizations (HRO) by leveraging critical reasoning and systems thinking to minimize error/reduce harm, are some of his research interests.



Education

Ph.D., Michigan State University, USA: Geography (Geographical Epidemiology), 1991

MSc.(Med), University of Cape Town, South Africa: Community Health, 1984

BSc.(Honors), University of Cape Town, South Africa: Geography (Satellite Remote Sensing), 1979

BSc., University of Cape Town, South Africa: Geography and Archaeology, 1978

Current Positions—Michigan State University

Founding Director: Program in Healthcare Management, Broad College of Business

Assistant Professor: Department of Management, Broad College of Business

Adjunct Assistant Professor: School of Criminal Justice, College of Social Sciences

MindLeap LLC

Dr. Rip created a consulting company in 2007, for the expressed purpose of offering training courses in Critical

Thinking to (Federal, State, Local, and Tribal) intelligence analysts, law enforcement professionals, and

corporate executives and managers.

The MindLeap Institute

Dr. Rip created a 501(c)(3) company with the express goal of bringing critical thinking to Middle and High Schools in Michigan. This nonprofit organization is dedicated to training principals, teachers, and pupils, as well as developing critical thinking lesson plans, curriculum, case studies, games, simulations, and other online resources.



PROGRM OBJECTIVE

- To develop and enhance participants' academic capacity in global organization management, change and innovation management.
- To understand and practice strategic business leadership and entrepreneurship.
- To visit American business in the State of Michigan and interact with business leaders and entrepreneurs to obtain professional experience.
- To experience American culture diversity and its impact on business and innovation.

SCHEDULE

Date	Activity	Location	Note
Sept 25 Mon	Arrive Flight DL582 11:45am	Arrive & Check-in TownePlace Suites by Marriott 2855 Hannah Blvd, East Lansing, MI 48823	
	5:00-6:00pm Program orientation	Residence Inn Conference room	Dr. Xinyu Wu
	6:00-7:30pm Welcome dinner	Gourmet Village	Dr. Xinyu Wu
Sept 26 Tue	Special Lecture: Global Organization Management 9:00-11:30 am 1:30-4:00 pm	MSU Phillips 153 (Abbot Seminar room), MSU, Lunch at Gallery C110	Dr. Erika Butler
	4:15-5:30pm campus tour	Snyder Phillips	Dr. Xinyu Wu
Sept 27 Wed	8:30 am: Depart from hotel 10:00-11:00 am: Visit to Google	Ann Arbor Google: 2300 Traverwood Dr, Ann Arbor, MI 48105	Dr. Xinyu Wu
	Lunch around Univ. of Michigan 2:30-3:30 pm Visit to Zingerman's	ZingTrain: 3728 Plaza Dr. Ann Arbor, MI 48108	
	4:00 pm Return to hotel (takes approx. 1.5 hours)		



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Sept 28 Thur	9:00-11:30 am Case Study: Global Organization Management Lunch at Gallery 1:30pm-4:00 pm class continues	Phillips 153 (Abbot Seminar room) @ MSU, Lunch at Gallery C110 Snyder Phillips	Dr. Erika Butler
Sept 29 Fri AM	Guided discussion and reflection on Global Organization Management 9:00 am -11:30 am (2 hours) Lunch at Gallery	Note room change to Phillips 149 (Mason Seminar room), Lunch at Gallery C110 Snyder Phillips	Dr. Erika Butler
	2:00-3:00 pm The Guided tour @ Capitol of State of Michigan 3:30 pm Return to hotel	Lansing	Dr. Xinyu Wu
Sept 30 Sat	Depart Hotel @9:30 am Holland & Lake Michigan Tour, Grand Rapids downtown	Michigan	Dr. Xinyu Wu
Oct 1 Sun	Detroit & Outlet Shopping (Option)	Detroit	
Oct 2 Mon AM	Workshop on Critical Thinking 9:00 am – 12:00 pm (3 hours)	Phillips 153 (Abbot Seminar room), MSU, Lunch at Gallery C110 Snyder Phillips	Dr. Michael Rip
	Special Lecture: Innovation and Entrepreneurship 1:30 pm-4:00 pm (2.5 hours)	Phillips 153 (Abbot Seminar room), MSU	Dr. Keith Niblett
Oct 3 Tue	On site Learning: Ford Museum & Factory Depart hotel 8:30 am Arrive museum 10:00 am Depart Museum 4:45 pm Arrive hotel 6:15 pm	Detroit	Dr. Keith Niblett



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Oct 4 Wed	Case Study: Innovation and Leadership – around Ford 9:00-11:30 am 1:30 pm-3:30 pm (5.5 hours)	Phillips 153 (Abbot Seminar room), MSU, Lunch at Gallery C110 Snyder Phillips	Dr. Keith Niblett
Oct 5 Thur AM	Participant Presentation & Wrap up 9:30 am -11:30 am (2 hours)	MSU Kellogg Hotel, Conference room 61	Dr. Keith Niblett
	Graduation Ceremony & Lunch 12pm – 2:30 pm	Corniche room @ Kellogg	All MSU instructors
Oct 6 Fri	Departure DL583 16:33pm		

Note: Morning lectures start at 9am sharp. Lunch break is from 11:45am to 1:15pm. Afternoon lectures start at 1:30pm sharp, and finish around 4pm.



MICHIGAN STATE UNIVERSITY (MSU)

Michigan State University Spartans work to advance the common good with uncommon will. The nation's pioneer land-grant university, MSU began as a bold experiment that democratized higher education and helped bring science and innovation into everyday life. Today, MSU is one of the top research universities in the world—on one of the biggest, greenest campuses in the nation—and is home to a diverse community of dedicated students and scholars, athletes and artists, scientists and leaders.

密西根州立大学（MSU）

密西根州立大学的学生（斯巴达人）通过不寻常的意志努力推动共同事业。MSU 作为国家先驱授权大学，一开始是使高等教育民主化，并将科学和创新带入日常生活的一个大胆实验。今天，MSU 是世界上最顶尖的研究型大学之一，是全国最大，最绿色的校园之一，拥有多元化的学生和学者，运动员和艺术家，科学家和领导者。



MSU Facts:

- Founded in 1855, the first Land Grant University
- Located in East Lansing, 3 miles east of Michigan's capital city Lansing
- 5,200-acre campus with 2,100 acres in existing or planned development
- 545 buildings, including 103 with academic or instructional space
- Approximately 19,600 acres throughout Michigan used for agricultural and natural resources research and education
- 17 degree-granting colleges
- More than 200 programs of undergraduate, graduate, and professional study
- More than 275 study abroad programs in more than 60 countries on all continents
- 25 undergraduate and graduate programs ranked in the top 20 nationally by U.S. News and



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World Report including undergraduate Supply Chain Management and graduate programs in Nuclear Physics, Elementary and Secondary Education, Organized Psychology and Rehabilitation Counseling

MSU 概述:

- 位于密西根州首府兰辛以东 3 英里的东兰辛 (East Lansing)
- 占地面积 5200 亩, 现有或计划开发面积 2100 亩
- 545 个建筑, 其中 103 个具有学术或教学空间
- 密西根州约 19600 英亩土地用于农业和自然资源研究和教育
- 17 个学位授予学院
- 本科, 研究生, 专业学习课程 200 余个
- 在各大洲 60 多个国家的 275 多个留学项目
- 根据美国新闻与世界报道, 25 个本科和研究生专业在全国排名前 20 位, 其中包括本科生供应链管理 and 核物理, 初级和中等教育研究生课程, 有机心理与康复咨询专业

Students: Approximately 50,344 total: from all 82 counties in Michigan, all 50 states in the United States, and 133 other countries
(Fall 2016) 39,090 undergraduate, 11,254 graduate and professional
51.7 percent women, 48.3 percent men
18.7 percent students of color, 14.4 percent international students

Faculty & Academic Staff: Approximately 5,542

Support Staff Employees: Approximately 6,974

Living Alumni: Approximately 552,000 worldwide

学生资源: 总共约 50344 个: 来自密西根州的所有 82 个县, 美国全部 50 个州, 以及 133 个国家
2016 年秋季 39,090 名本科生, 11,254 名研究生及以上学位学生
51.7% 的女性, 48.3% 的男性



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18.7%的有色种族学生，14.4%的国际学生

教工：约 5,542 名

职工：约 6,974 名

校友：约 552,000 名遍布世界各地

MSU College of Business

MSU College of Business

The Eli Broad College of Business at MSU is one of the largest business schools in the country, boasting 6,224 enrolled undergraduate students and 1,236 graduate students in the spring semester of 2016. With 134 full-time faculty members supporting a wide range of core studies, students are never short on resources to help them stay on successful academic and career paths. The school features seven undergraduate majors in five academic departments (accounting, finance, general management, human resource management, management, marketing, and supply chain management), six professional master's programs and several doctoral programs.

Further, the Eli Broad College of Business is home to top-ranked Full-Time MBA program and Executive MBA programs, as well as the highly regarded, *The School of Hospitality Business* (an independent, industry-specific program within the Broad College, offering undergraduate and graduate degrees.)

MSU Supply Chain Management program is recognized six years in a row as No. 1 in SCM education at both undergraduate and graduate level by US News & World Report. The program focuses on teaching at every level how to improve supply chain operations, takes cost out of the supply chain, reduce supply chain failure, and mitigate supply chain risk.

MSU 的 Eli Broad 商学院是美国最大的商学院之一。在 2016 年春季学期，共有 6224 名本科生和 1236 名研究生登记入学。134 名全职教员提供了广泛大量的核心课程，这样保证了学生们在他们通往成功的科研和工作之路上不会缺少资源。本学院共有 7 个专业方向在 5 个系里（会计，金融，综合管理，人力资源管理，管理学，市场学和供应链管理），6 个职业硕士课程和数个博士专业项目。

此外，Eli Broad 商学院是名列前茅的全职 MBA 项目和经营管理 MBA 项目，以及同样被给予高度评价的酒店专业（商学院里一个独立的，服务于特定行业的项目，授予本科和研究生学位）。

MSU 供应链本科和研究生课程连续 6 年被美国新闻和环球报评为第一。课程聚焦涵盖各个阶段供应链教学，从如何改进供应链操作，到消除供应链费用，从减少供应链失败，到控制供应链风险。



VISITING INTERNATIONAL PROFESSIONAL PROGRAM (VIPP)

Home for Today's Professionals, Tomorrow's Leaders

The Visiting International Professional Program (www.vipp.isp.msu.edu) at Michigan State University (www.msu.edu) is a world leader in providing executive education and professional development training for academics, professionals, business leaders and policy makers around the world. VIPP's non-degree certificate programs and intensive executive workshops help today's professionals from all disciplines become tomorrow's leaders in a new global world.



密西根州立大学 (www.msu.edu) 的国际专业访问项目 (www.vipp.isp.msu.edu) 是为学术界人士，专业人士，商业领袖和政策制定者提供行政教育和专业发展培训的国际领先项目。VIPP 的非学位证书课程和密集的行政讲习班帮助当今所有学科的专业人士成为新全球世界的未来领导者。

Our Programs

We provide a wide range of non-degree, certificate programs with distinctive features:

- Global Professional Education Program (GPEP)
- Specialized Global Professional Education Program (SGPEP)
- Global Professional Research Program (GPRP)
- Global Young Professional Program (GYPP), and customized
- Global Executive Workshops (GEW).

我们的项目

我们提供广泛且具有特色的非学位证书课程：

- 全球职业教育计划（GPEP）
- 专业化全球职业教育计划（SGPEP）
- 全球专业研究计划（GPRP）



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- 全球青年专业计划（GYPP）
- 全球高级研讨及培训（GEW）

The specific program curriculum varies but commonly you will engage in classes, seminars, special lectures, group discussions, and independent study on MSU's campus in East Lansing, Michigan. Regardless of which program you study, our goal is to connect you to the expertise of world-class faculty and enormous resources available at MSU and help you benefit from the distinct American Higher Education System. As US's pioneer land-grant university, MSU is one of the top research universities in the world and home to nationally ranked and recognized academic, residential college, and service-learning programs. Through our innovative programs, you will have a once-in-a lifetime opportunity to take advantage of MSU's prestigious resources and elevate your skills, knowledge and expertise to become tomorrow's leaders in your field.

具体的课程课程有所不同，但通常您将参加密西根州东兰辛市的 MSU 校园的课堂，研讨会，专题讲座，小组讨论和独立学习。无论您学习哪个课程，我们的目标是将您连接到世界级教师的专业知识和 MSU 可用的巨大资源，并帮助您从独特的美国高等教育系统中获益。作为美国先驱授权大学，MSU 是世界顶尖的研究型大学之一，拥有全国排名和认可的学术，住宅学院和服务学习项目。通过我们的创新计划，您将有一生一次的机会，利用 MSU 著名的资源，提升您的技能，知识和专业知识，成为您所在领域的未来领导者。

VIPP Mission

VIPP is committed to providing distinctive and high-value learning experiences to our visiting international professionals by focusing on four learning outcomes.

- **Competent Professionalism**– Reinvigorating your professional knowledge base by studying the latest technology and methodology.
- **Effective Communication**– Improving your ability to use English for effective communication in an interdependent global working environment.
- **Strong Leadership** – Developing and practicing your leadership skills to elevate your career and lead the workforce of the future.
- **Multicultural & Global Awareness** – Enhancing your understanding of global and cultural diversity and its relevance to your personal and professional lives.



VIPP 使命

VIPP 致力于通过专注于四方面学习成果为我们来访的国际专业人士提供独特和高价值的学习体验。

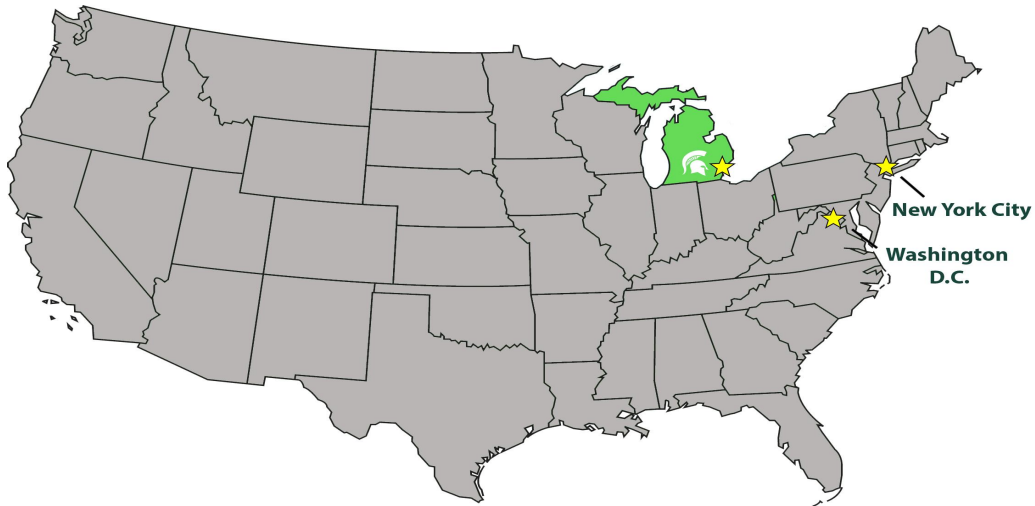
- 专业能力 - 通过研究最新的技术和方法来重振您的专业知识库。
- 有效沟通 - 提高您在相互依赖的全球工作环境中有效沟通的能力。
- 强大的领导力 - 发展和实践你的领导技巧，丰富你的职业生涯并领导未来的员工队伍。
- 多元文化与全球意识 - 增强对全球和文化多样性的理解，以及与个人和职业生活的相关性。

Contact Information

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Where is Michigan?



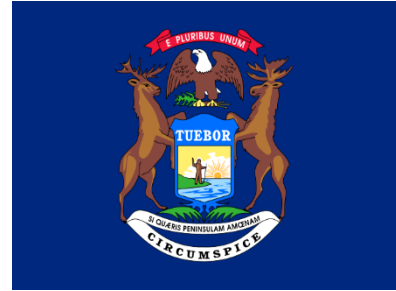
Where is MSU?



STATE OF MICHIGAN

The State of Great Lakes

Michigan is a mid-western U.S. state with a population of 10 million, bordering four of the five Great Lakes plus Lake Saint Clair, Lake Michigan, Lake Superior, Lake Huron, and Lake Erie Lake. It contains more than 11,000 inland lakes, spread across its lower and upper peninsulas. A person in the state is never more than six miles (9.7 km) from a natural water source or more than 85 miles (137 km) from a Great Lakes shoreline.



Michigan is the only state to consist of two [peninsulas](#).

The [Lower Peninsula](#), to which the name Michigan was originally applied, is often noted to be shaped like a [mitten](#). The [Upper Peninsula](#) (often referred to as "the U.P.") is separated from the Lower Peninsula by the [Straits of Mackinac](#), a five-mile (8 km) channel that joins [Lake Huron](#) to [Lake Michigan](#). The two peninsulas are connected by the [Mackinac Bridge](#).

大湖州

密西根州位于美国中西部，人口达 1000 万，毗邻五大湖区中的四个，以及圣克莱尔湖，密西根湖，苏必利尔湖，休伦湖和伊利湖。它包含 11000 多个内陆湖泊，分布在其下半岛和上半岛。任何一个在州内的人，距离天然水源不超过六英里（9.7 公里），距离大湖岸线不超过 85 英里（137 公里）。

密西根州是唯一由两个半岛组成的州。最初应用密西根州名称的下半岛通常被认为形状像手套。上半岛（通常称为“the U.P.”）与下半岛通过麦肯锡海峡分离，这是一条五英里（8 公里）的通道，将胡龙湖连接到密西根湖。两个半岛由麦基诺克桥连接起来。

Michigan Industry

Though Michigan has come to develop a diverse economy, it is widely known as the center of the U.S. automotive industry, being home to the country's [three major automobile companies](#), General Motor, Ford and Chrysler, whose headquarters are all within the Detroit metropolitan area. Detroit is the largest city in Michigan. While sparsely populated, the Upper Peninsula is economically important due to its status as a tourist destination as well as its abundance of natural resources, while the Lower Peninsula is a center of manufacturing, services, and high-tech



industry. Products and services include automobiles, food products, information technology, aerospace, military equipment, furniture, and mining of copper and iron ore. Michigan is the third leading grower of Christmas trees with 60,520 acres (245 km²) of land dedicated to Christmas tree farming. The U.S. Economic Development Administration estimated Michigan's 2014 gross state product to be \$417.306 billion, ranking 13th out of the 50 states.

密西根州的工业

虽然密西根州已经开始发展多元经济，但它被广泛地称为美国汽车工业的中心，是全国三大汽车公司，通用汽车，福特和克莱斯勒的总部，总部位于底特律大都市区。底特律是密西根州最大的城市。尽管人口稀少，上半岛由于其旅游目的地的地位以及丰富的自然资源，在经济上仍然是重要的，而下半岛是制造业，服务业和高新技术产业的中心。产品和服务包括汽车，食品，信息技术，航空航天，军事设备，家具和铜矿石采矿。密西根州是圣诞树的第三大领先种植者，拥有 60,520 英亩（245 平方公里）的圣诞树种植土地。美国经济发展局计算，密西根州的 2014 年总产值为 417.06 亿美元，在 50 个州中排名第 13。

Michigan Education and Research

As leading research institutions, the [University of Michigan](#), [Michigan State University](#), and [Wayne State University](#) are important partners in the state's economy and its [University Research Corridor](#). Michigan's public universities attract more than \$1.5 billion in research and development grants each year. The [National Superconducting Cyclotron Laboratory](#) is located at Michigan State University. Michigan's workforce is well-educated and highly skilled, making it attractive to companies. It has the third highest number of engineering graduates nationally. Michigan's schools and colleges rank among the nation's best.

密西根州的教育与科研

作为领先的研究机构，密西根大学，密西根州立大学和韦恩州立大学是国家经济和大学研究走廊的重要合作伙伴。密西根州的公立大学每年吸引超过 1.5 亿美元的研发资助。国家超导回旋加速器实验室位于密西根州立大学。密西根州的劳动力受过良好教育和高技能，吸引了很多企业。密西根的工程专业毕业生人数在全国排名第三。密西根州的学校和学院排名在全国前列。

Michigan Agriculture

A wide variety of commodity crops, fruits, and vegetables are grown in Michigan, making it second only to California among U.S. states in the diversity of its agriculture. The state has



54,800 farms utilizing 10,000,000 acres (40,000 km²) of land which sold \$6.49 billion worth of products in 2010. The most valuable agricultural product is milk. Leading crops include corn, soybeans, flowers, wheat, sugar beets and potatoes. Livestock in the state included 1 million cattle, 1 million hogs, 78,000 sheep and over 3 million chickens. Livestock products accounted for 38% of the value of agricultural products while crops accounted for the majority.

Michigan is a leading grower of fruit in the U.S., including blueberries, tart cherries, apples, grapes, and peaches. Plums, pears, and strawberries are also grown. These fruits are mainly grown in West Michigan due to the moderating effect of Lake Michigan on the climate.

Michigan produces wines, beers and a multitude of processed food products. [Kellogg's](#) cereal is based in Battle Creek, Michigan and processes many locally grown foods.

密西根州的农业

密西根州有各种各样的商品作物，水果和蔬菜，在美国的农业多样化中仅次于加州。这里拥有 54,800 个农场，使用着 10 万亩（40,000 平方千米）的土地，其产品在 2010 年销售价值为 64.9 亿美元。这其中最有价值的农产品是牛奶。主要作物包括玉米，大豆，花，小麦，甜菜和土豆。该州的牲畜包括 100 万头牛，100 万头猪，78,000 头羊和 300 多万只鸡。畜产品占农产品价值的 38%，其中农作物占绝大多数。

密西根州是美国领先的水果种植者，其中包括蓝莓，挹樱桃，苹果，葡萄和桃子，也种植李子，梨和草莓。由于密西根湖对气候的缓和作用，这些水果主要种植在西密西根州。

密西根州生产葡萄酒，啤酒和大量加工食品。家乐氏公司的谷物主要产于密西根州的 Battle Creek，并在那里处理许多当地种植的食物。

Michigan Tourism

Michigan's tourists spend \$17.2 billion per year in the state, supporting 193,000 tourism jobs. It has more [public golf courses](#), [registered boats](#), and [lighthouses](#) than any other state. Michigan's tourism website ranks among the busiest in the nation. Destinations draw vacationers, hunters, and nature enthusiasts from across the United States and Canada. Michigan is fifty percent forest land, much of it quite remote. The forests, lakes and thousands of miles of beaches are top attractions. Event tourism draws large numbers to occasions like the [Tulip Time Festival](#) and the [National Cherry Festival](#).



密西根州的旅游

密西根州的旅游业每年收入 172 亿美元，支持了 193,000 个旅游工作。它比任何其他州都有更多的公共高尔夫球场，注册船只和灯塔。密西根州的旅游网站是全国最繁忙的旅游网站之一。各景点吸引了来自美国和加拿大的度假者，猎人和自然爱好者。密西根州森林面积达到百分之五十，其中绝大部分地处偏远。森林，湖泊和数千英里的沙滩是最重要的景点。旅游活动在假期吸引了大量的游客，如郁金香时间节和国家樱花节。



Michigan top attractions include:

- The Henry Ford Museum
- Detroit Institute of Arts
- MGM Grand Detroit Casino
- Greektown
- Motown Historical Museum
- Lansing – The State Capitol
- Sleeping Bear Dunes National Lakeshore
- Mackinac Island National Park
- Picture Rocks National Lakeshore
- Lake Huron National Forest

密西根顶级景点包括：

亨利 福特博物馆
底特律艺术馆
米高梅底特律赌场
希腊文化城
Motown 音乐历史博物馆
兰辛州府大厦
睡熊沙丘国家湖滨公园
Mackinac 岛国家公园
礁石画国家公园
休伦湖国家公园



MICHIGAN STATE CAPITOL

The Michigan State Capitol is the building housing the legislative and executive branches of the government of the U.S. state of Michigan. It is located in the state capital of Lansing in Ingham County. The present structure, at the intersection of Capitol and Michigan Avenues, is a National Historic Landmark that currently houses the chambers and offices of the Michigan Legislature as well as the ceremonial offices of the Governor of Michigan and Lieutenant Governor. The first state capitol was located in Detroit, the original capital of Michigan, and was relocated to Lansing in 1847. The present capitol building was dedicated in January 1879 and rededicated in 1992 after a three-year restoration project.

密西根州议会大厦

密西根州议会大厦是美国密西根州政府立法和执行部门的大楼。它位于 Ingham County 的州首府兰辛。目前这个建筑，在国会大厦和密西根大道的交汇处，是一个国家历史名胜，用于安置密西根州议会的分庭和办公室，以及密西根州州长和副总督的仪式办公室。第一个议会大厦位于底特律，原来的首府密西根州，并于 1847 年搬迁到兰辛。目前的国会大厦在 1879 年 1 月投入使用，并在 1992 年经过一个为期三年的恢复项目重新被使用。

CITY OF DETROIT

Detroit is the most populous city in the U.S. state of Michigan, the largest city on the United States–Canada border. The metropolitan area, known as Metro Detroit, is home to 4.3 million people, making it the second-largest in the Midwest after Chicago. Detroit is best known as the center of the American automobile industry, and the "Big Three" auto manufacturers General Motors, Ford, and Chrysler are all headquartered in Metro Detroit. With expansion of the auto industry in the early 20th century, the city and its suburbs experienced rapid growth, and by the 1940s, the city had become the fourth-largest in the country. However, due to industrial restructuring, the loss of jobs in the auto industry, and rapid suburbanization, Detroit lost considerable population from the late 20th century to the present. Since reaching a peak of 1.85 million at the 1950 census, Detroit's population has declined by more than 60 per cent. In 2013, Detroit became the largest U.S. city to file for bankruptcy, which it successfully exited in December 2014, when the city government regained control of Detroit's finances. Detroit emerged from bankruptcy from 2014, and a resurgence in manufacturing—while never to reach heyday heights—is seen as a major pathway to continued recovery. The federal bailout of GM and Chrysler helped bring the auto industry back from the brink, and today the Big Three U.S. automakers, including Ford and the foreign competitors that have built American factories, are thriving. This is good news for the supply chain producers, too, such as Prism Plastics. The Metro Detroit area has a rich musical history spanning the past century, beginning with the revival of



the world-renowned Detroit Symphony Orchestra in 1918. The major genres represented in Detroit music include Classical, Blues, Jazz, Gospel, R&B, Rock and roll, Pop, Punk, Soul, Electronica and Hip-hop. The Greater Detroit area has been the birthplace and primary venue for numerous Platinum-selling artists, whose total album sales, according to one estimate, had surpassed 40 million units by the year 2000.

底特律是美国密歇根州人口最多的城市，也是美国和加拿大边界最大的城市。位于底特律的都会区拥有 430 万人口，成为于中西部地区仅次于芝加哥的第二大城市。底特律最著名的是美国汽车工业，福特和克莱斯勒都总部均位于底特律。十九世纪时，底特律成为大湖区中心的重要工业枢纽。随着二十世纪初汽车产业的扩张，城市及郊区经历了快速增长，二十世纪四十年代，曾一度成为全美第四大城市。然而，由于产业结构调整，汽车行业失业，郊区化迅速，底特律从二十世纪二十年代末到现在，人口大量外移。1950 年人口普查时，底特律人口减少了 60% 以上。2013 年，底特律成为美国最大的申请破产的城市，2014 年 12 月 11 日，底特律正式宣布脱离破产地位，城市财政由联邦政府重新转交给底特律市政府。如今，底特律制造业被视为继续复苏的主要途径。通用汽车和克莱斯勒联邦救助帮助汽车工业从边缘回归，而今天，包括福特在内的三大美国汽车制造商在继续蓬勃发展。除此之外，从 1918 年世界知名的底特律交响乐团的复兴开始，底特律地区拥有着跨越了一个世纪的音乐史。底特律音乐中所代表的主要流派包括古典，蓝调，爵士，福音，R&B，摇滚，流行音乐，朋克，灵魂，电子和嘻哈。大底特律地区一直是许多白金销售艺术家的发源地，根据估计，截至 2000 年，其总专辑销量已超过 4000 万部。

FORD MOTOR COMPANY

Ford Motor Company is a US multinational automobile manufacturer headquartered in Dearborn, Michigan, Michigan. It was founded by Henry Ford, founded on June 16, 1903. The company sells Ford cars and commercial vehicles under the Ford brand, as well as most luxury cars under the Lincoln brand. Ford is the second largest carmaker in the United States (formerly General Motors), the world's fifth largest carmaker (behind Toyota, Volkswagen, Hyundai Kia and General Motors). At the end of 2010, Ford was Europe's fifth-largest carmaker. Ford, the eighth-largest company in the United States, ranked eighth in the Fortune 500 list in 2010, with global revenues of \$ 113.3 billion in 2009. In 2008, Ford produced 5.32 billion cars, employing approximately 213,000 employees in about 90 factories and institutions around the world. Ford introduced a large-scale automobile manufacturing method and a large-scale management of industrial labor methods, the use of well-designed manufacturing process to mobile lines as the representative; by 1914, these methods in the world known as Fordism. At the beginning of the twentieth century the financial crisis, bankruptcy was close to bankruptcy, but has been



profitable. The company was listed in 1956, but the Ford family still retains 40% of the vote through special category B shares.

福特汽车公司是一家总部设在密歇根州密歇根州迪尔伯恩的美国跨国汽车制造商。它由亨利·福特创立，成立于1903年6月16日。该公司以福特品牌销售福特汽车和商用车，以及林肯品牌下的大多数豪华车。福特是美国第二大汽车制造商（原为通用汽车公司），全球第五大汽车制造商（丰田，大众，现代起亚和通用汽车后）。在2010年底，福特是美国第八大公司，2010年在“财富”500强榜单中排名第八，2009年全球收入为1133亿美元。2008年，福特汽车生产53.2亿部，在约90家工厂雇用约213,000名员工，引进世界各地机构。引进了大规模汽车制造方法和大规模的工业劳动管理方法，以流动线为代表的精心设计制造工艺的运用。到1914年，这些方法在世界被称为福特主义。二十世纪初金融危机爆发破产已接近破产，但现在已脱离危机，重新盈利。该公司于1956年上市，但福特家族仍通过B类B股保留40%的投票权。

Google

Google is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware. Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University, in California. Google, known primarily for its Internet search engine, opened offices in Ann Arbor in 2006. The main local office works on AdWords, the keyword-based text ads that are displayed alongside Google searches. Google's Sales teams work as consultative partners to support AdWords advertisers across North America both large and small. It helps drive marketing and advertising campaigns across multiple media platforms including Search, the Google Content Network, Mobile, and YouTube. The local offices are led by Mike Miller. Google staff also worked on a scanning project at the University of Michigan Libraries. Since 2008, Google's main Ann Arbor office has been located downtown in the McKinley Towne Centre, on East Liberty. In the spring of 2015, Google announced plans to build an Ann Arbor campus on the city's north side – 140,000 square feet of space on property owned by First Martin located at 2300 Traverwood Dr. – with an expected completion date of 2016. The company indicated that it also was attracted to Ann Arbor's entrepreneurial sector and young talent.

Google 于 1998 年由两个斯坦福在读学生 Larry Page 和 Sergey Brin 创立，是一家美国跨国技术公司，专门从事互联网相关服务和产品。这些包括在线广告技术，搜索，云计算，软件和硬件。Google 于 2006 年在安娜堡开设了办事处。本地办公室主要负责 AdWords，这是与 Google 搜索一起显示的基于关键字的文字广告。Google 的销售团队作为咨询合作伙伴，为大中小的北美地区的 AdWords 广告客户提供支持。这有助于推动多个



媒体平台的营销和广告活动，包括搜索，Google 内容联盟网络，手机和 YouTube。本地办事处由 Mike Miller 领导。Google 员工还在密西根大学图书馆大学进行扫描工作。自 2008 年以来，Google 的主要安娜堡办事处位于东自由区麦肯利镇中心的市中心。

ZINGERMAN

Zingerman's, or Zingerman's Community of Businesses, is a gourmet food business group headquartered in Ann Arbor, Michigan, USA. The original business and current flagship operation is Zingerman's Delicatessen. It was founded in 1982, by Paul Saginaw and Ari Weinzwieg, and began serving non-kosher traditional European-Jewish delicatessen dishes and sandwiches. Starting from the original deli, Zingerman's Community of Businesses (ZCoB) has expanded to nine Ann Arbor based businesses with over 500 total employees. The Zingerman's Community of Businesses (ZCoB) is a family of ten businesses and reflects the novel strategy for business growth created by Zingerman's Deli founders Paul Saginaw and Ari Weinzwieg. Rather than replicating their deli through the franchise model, Paul and Ari instead chose to develop new, independent businesses, all rooted in local community that work together as one organization. Each business is operated by one or more managing partners who share ownership and put their particular expertise to work in the day to day running of their business. The idea for the ZCoB was laid out in Zingerman's 2009 vision, written by Ari and Paul in 1994 and highlighted in Bo Burlingham's 2003 article for Inc. Magazine, "The Coolest Small Company in America." In 2006, the ZCoB managing partners began work on Zingerman's 2020 vision. It was completed a year later and paints a picture of the ZCoB at the end of the next decade. Zingerman's 2020 vision was featured in a New York Times article from June 2007, "The Corner Deli that Dared to Break Out of the Neighborhood." Zingerman is featured for its online shopping system. Zingerman's Mail Order sends extraordinary, traditionally made foods anywhere in America. Featuring hearth baked breads, handmade cheeses, varietal coffee, estate bottled olive oils and customized professional presents. Ed Behr, writing in The International Wine Cellar, referred to the company as "the most discriminating mail order selection of foods that I am aware of."

Zingerman's 或 Zingerman 的商业社区，是美国密歇根州安娜堡市的美食食品业务集团，目前的旗舰业务是 Zingerman 的熟食店。它成立于 1982 年，由 Paul Saginaw 和 Ari Weinzwieg，做非传统的欧洲犹太熟食菜肴和三明治。从原来的熟食店开始，Zingerman 的商业社区（ZCoB）现在已经扩展到九个安娜堡的业务，拥有 500 多名员工。Zingerman 的商业社区（ZCoB）是家族企业，反映了创始人 Paul Saginaw 和 Ari Weinzwieg 创造的创新业务增长战略。Paul 和 Ari 并不是通过特许经营模式运营他们的熟食店，而是选择开发新的独立企业，这些企业都植根于作为一个组织共同合作的当地社区，每个业务由一



个或多个管理合伙人经营并分享所有权，将其特定的专业知识在日常运营中工作。2003 年 Bo Burlingham 杂志中写道 Zingerman 是“美国最酷的小公司”。2007 年 6 月“纽约时报”称其为“敢于脱离邻里的角落熟食店”。Zingerman 的特色是其在线购物系统，Zingerman 可以向美国的任何地方邮寄其食品，包括炉灶烤面包，手工制作的奶酪，各种咖啡，庄园瓶装橄榄油和定制的专业礼品。Ed Behr 在“国际葡萄酒窖”中写道：该公司称之为“我所认识到的食物中最具有特色的邮购选择”。

