

USING APPLE'S "THINK DIFFERENT" TO ENGAGE DIFFERENCE. CO-  
CONSTRUCTING THE ENVIRONMENT.

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**Abstract**

Apple's iconic "Think Different" campaign travels well as a metaphor for engaging difference. Russian students ask about the logo 'but why apple? Why not potato?' Vietnamese students identify socialists among the images. Hindu students are particularly well informed about Gandhi. Muslim students are intrigued with the image of Mohammed Ali. In today's global business environment and diverse classroom, this experiential exercise dramatically draws out anecdotal responses to set the stage for engaging difference. Deeply connected to content, the exercise is participatory, affirming and thought provoking. Each use of the evocative campaign is improvisational and in and of itself, always different.

*The full text of this paper is not included in the proceedings*