

VERTICAL AND HORIZONTAL INTEGRATION

GRAPHIC ORGANIZER

Name _____	Date _____
Vertical and Horizontal Integration	
There are two ways to form a monopoly. One way is to control as much of an industry as possible. The other way is to gain control of the process for building a product in an industry. Both methods were used by the "Big Oil" during the rise of big business in the last half of the 19th century. Below we will look at the two methods known as vertical and horizontal integration.	
Vertical Integration controlling transportation	Oil is then sold to customers 
	Oil is then transported to stores for sale 
Horizontal Integration production and processing	During processing, refineries transform crude oil into kerosene, gasoline, lubricating oil, and wax 
Horizontal Integration oil refineries, fuel, tools, and more	Crude oil is then moved to the refineries 
	During the production of raw materials, oil is pumped out of the ground 

INCLUDES

- TEACHER KEY
- FILL-IN-THE-BLANK STUDENT VERSION
- VISUALS
- PDF VERSION