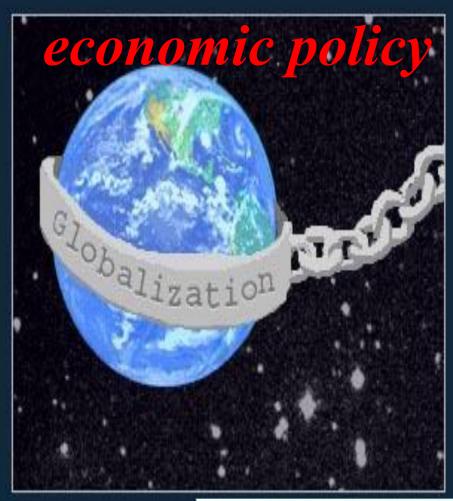
### Globalization and



Kleutina Svetlana, WE-09

#### **GLOBALIZATION-**

Is an intensification relationships, interactions and interdependence of economic, economic systems around the world.



Culture

Environment

Society

### GLOBALISATION

Economy

**Politics** 

#### Forces driving globalization



Market factors

Technology factors

Global business cycle

# Company strategy in the face of globalization

Import/ Export

**Outsourcing** 

Foreign direct investment (FDI)

## Political strategy in the face of globalization

Being in favour of market forces and deregulation.

Being in favour of subsidies and protectionism.

### Measuring and analysing global trade

- Balance of trade;
- Balance of payments;

Exchange rates.



