

Globalization and economic policy



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GLOBALIZATION-

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





Forces driving globalization

Cost factors

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.



A painting of a globe being held by multiple hands of different skin tones against a blue background. The globe shows the continents of North and South America in green and brown, surrounded by blue oceans. Several hands of various skin tones (light, medium, and dark) are reaching up from the bottom, supporting the globe. The background is a deep blue with a textured, wavy pattern, suggesting water or a sky. The overall mood is one of global unity and care.

*Thank for your
attention*