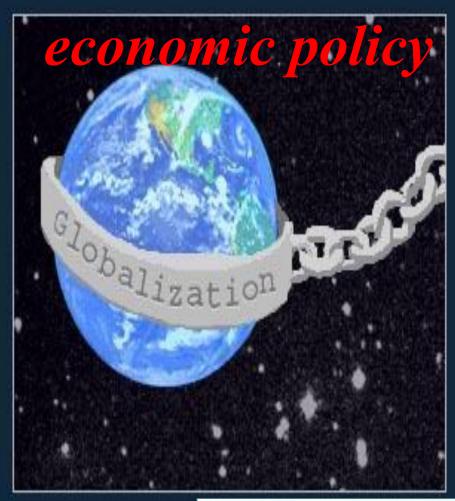
Globalization and



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.



