

# *Globalization and economic policy*



**Kleutina Svetlana, WE-09**

# 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 globe of the Earth is the central focus, showing the continents of North and South America in green and brown, surrounded by blue oceans. The globe is being held up by several hands of various skin tones, including white, light brown, and dark brown, symbolizing global unity and care. The background is a deep blue with a subtle, textured pattern. The text "Thank for your attention" is written in a yellow, cursive font across the center of the image.

*Thank for your  
attention*