

Chapter 2

GLOBALIZATION

LEARNING OBJECTIVES

At the end of this chapter you should be able to:

- Define globalization and the key issues and debates associated with it.
- Describe and assess the different perspectives on globalization.
- Assess the main causes and drivers of globalization.
- Assess the impact of globalization on the economy and on the production of goods and services.
- Assess the relationship between globalization and political change and between globalization and culture change.
- Identify the limitations of globalization.
- Articulate the links between globalization and the development of the multinational and transnational corporations.
- Articulate the links between globalization and off-shore outsourcing and between globalization and strategic alliances and joint ventures.
- Identify key success criteria for strategic alliances and joint ventures.