

# globalisation

## means...

### global trade

- Trade with many countries
- More open economies and trade agreements
- Rising standards of living increase demand for consumer goods
- Lower business costs
- Multinational and international corporations

• Cultural exchange and understanding

• Products from many markets

• Global advertising

• Cultural exports

• Global organisations like the UN promote co-operation

### global culture

### global migration

• People moving to other countries

• Cheaper flights and sea transport

• People working overseas

• International tourism

• Internet access

• Cheaper, faster global communication

• Global media networks

• New technologies

• Increased awareness of international issues

### global communication



Globalisation is the increasing economic and social integration of different people and countries



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