

Assignment: Chanda, Ch. 8

(245-250)

1. Why have outsourcing and offshoring become buzz words when globalization is mentioned?
2. Explain the acronyms: GATT, IMF, NAFTA, WTO, MFA
3. How did “global brands” begin? Which ones do you buy?

(250-256)

4. What does protectionism, as Chanda uses it, mean?
5. How did the quest for global markets change advertising?
6. What were some of the major economic changes that accompanied globalization in the 1980s?

(256-262)

7. What was the “golden age” of globalization in the 1990s?
8. What were some of the “downsides” of globalization?
9. What was the importance of July 2, 1997?

(262-269)

10. What were some of the steps that turned “globalization” into a dirty word?
11. What is the WSF? Why is it important?
12. How is 9/11 linked to globalization?
13. Why did “outsourcing” replace “globalization” as the favorite topic in the early 21st century?

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