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|  | **HOW AND WHY** | **ADVANTAGES** | **DISADVANTAGES** |
| **GOODS** | * Air freight * Growth of TNCs including offshoring * Growth of global brands * Greater advertising * Containerisation and air freight | * Greater choice (although local brands may be lost) * Possible cheaper products (economies of scale) * Year round choice for seasonal and perishable products e.g. food * More reliable availability | * Growth of monopolies or near monopolies e.g. Microsoft * Small businesses close * Homogenisation * Cultural dilution * Loss of seasonality * Dependence on TNCs and their services |
| **CAPITAL**  **(MONEY)** | * Global banks e.g. HSBC * Internet and telephone banking * Credit cards and services like Paypal * ATMs * Range of products e.g. loans, mortgages and overdrafts * Trade in stocks, bonds, etc. | * Online shopping e.g. Amazon * Ease of travel e.g. travellers cheques and ATMs * Transfers between accounts and countries | * Global credit crunch * Limited access for poor (more micro-loans offered no by banks like Grameen) * Credit card fraud * Overspending and debt * Collapse of pension funds * Collapse of financial institutions e.g. Glitnir and Landsbanki in Iceland |
| **LABOUR** | * Greater passport ownership * Visa relaxation * Cheap flights * TNCs (global division of labour - footloose workers) * Global business language - English? | * Remittances sent back to friends and family * Reduced unemployment as people move to jobs * Sharing of ideas and skills (division of labour) * Possible "Brain Gain' for receiving countries * Production of cheaper products because of cheaper labour * Spread of job skills and knowledge | * Reliance on foreign labour * Racial tension between ethnic groups e.g. Poles in the UK * Economic leakage as earning are sent home * Possible 'Brain Drain" for losing countries * Lack of skills and training amongst home workers |
| **IDEAS** | * Internet * Media organisations e.g. CNN, BBC and Al Jazeera * TNCs * Diplomacy (Embassies and Consulates) * Global organisations e.g. World Bank, IMF * Economic migrants * Military e.g. occupation of Iraq by US and its allies | * Shared technology e.g. nuclear and renewable energy * Improved human rights through campaigning of governments and NGOs * Improved freedom of press and speech | * Cultural imperialism - ideas imposed rather than voluntarily adopted * Loss of sovereignty * Ideologies might not always been suitable * Prescribed policies like SAPs can sometimes cause problems. |