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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
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| **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
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| **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
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| **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.
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