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not trade) | Haley

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Discontents [Joe

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Globalization. As  
more countries rethink  
their priorities,  
multinationals must

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Globalization.  
proceed with caution.  
by. Ian Bremmer. by.  
Ian Bremmer. From  
the Magazine  
(January–February  
2014 ...

## **The New Rules of Globalization - Harvard Business Review**

To factor  
globalization's new  
risks into strategy,

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Globalization

executives must consider their industry's strategic importance to the host government and their home government.

They can then choose among various approaches: strike alliances with local players, look for new ways to add value abroad, enter multiple sectors, or stay home.

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appearing some "new  
rules" for sustainable  
development in  
globalization that tend  
to over-protect  
national interests and  
lead to a form of a  
"guarded  
globalization"

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(Bremmer, 2014)....

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but what comes next,  
especially for  
emerging nations is  
the interesting  
question. ...

Innovation Rules.

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element of the debate  
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globalization for the  
past three decades  
met a new reality in



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2020.

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**How the pandemic  
is forging a new  
consensus on  
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THE NEW RULES OF  
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ASSIGNMENT

Bremmer's Article

Summary: Ian

Bremmer in his article

"The New Rules of  
Globalization"

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Globalization  
focuses on the  
evolution of  
Globalization in  
today's world. In  
particular, he writes  
about a new concept  
which he calls  
Guarded  
Globalization.

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ew-rules-of-

globalization. Think  
back to January when

we were discussing

Strategic Impacts of  
External Environment,

Globalization was an  
important topic of

discussion. “The New

Rules of

Globalization”

outlines that until

2008 going global

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Globalization  
seemed to make  
sense for just about  
every company in the  
world. Western  
markets were  
extremely  
competitive,  
population expansion  
had slowed and  
incomes had  
flattened, and  
corporate operating  
costs were rising.

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## **The New Rules of Globalization – comm4321a**

The New Rules of  
Globalization. January  
20th 2016, de  
Harvard Business  
Review Sitio web: <https://hbr.org/2014/01/the-new-rules-of-globalization>. Some  
companies get  
affected by the  
political game

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Globalization, if the  
companies that are  
affected are important  
enough they will  
receive help on a  
government to  
government basis.

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Global economic  
growth and free trade

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took precedence over politics, and multilateralism over nationalist pressures.

The changing geopolitical context and the impact of digital technologies on business models call into question this understanding of globalization. We see four major geopolitical shifts underway.

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## **The New Globalization: Going Beyond the Rhetoric**

The New Rules of the  
Road: A Progressive  
Approach to  
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Globalization isn't  
going away.. The first  
thing to realize is that,  
despite Trump's  
nostalgia for a bygone  
era when the...



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Globalization must  
be part of the new  
"rules of the road".  
Enforceable currency  
disciplines: When the  
...

## **The New Rules of the Road: A Progressive Approach to ...**

In the paper "New  
Rules of  
Globalization" the

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Globalization  
author discusses

decreased

opportunities for the  
multinational

companies to pursue

new markets as a

result of the local

governments wish to

protect the local

companies and

developing a more

selective approach in

relation to the

countries...

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## **New Rules of Globalization Assignment**

### **Example | Topics and ...**

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lobalization is in the  
midst of a profound  
change, its basic  
tenets pressured by  
rising protectionism  
and the diverging

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globalization of  
growth paths of  
emerging markets. At  
the same time, digital  
integration is  
accelerating. For  
every barrier to  
globalization, it  
seems, there's a  
catalyst for a new kind  
of connectivity.

**The New  
Globalization |  
Collections**

*Page 28/40*

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For example, with the new phase of globalisation, previously off-limits industries may now provide strategically important opportunities. During this new phase of globalisation, foreign businesses can also follow these strategies: staying at home, being more

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Globalization  
strategic at home,  
getting host or home  
governmental  
support, developing  
alliances with Chinese  
businesses and  
becoming more  
diversified.

**The new rules of  
globalisation - The  
University of  
Auckland**

In conclusion, the

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article “The New  
Rules of  
Globalization”

emphasizes the term  
of the guarded  
globalization and  
clarifies the significant  
changes for  
multinational  
companies to enter  
emerging markets. As  
discussed before, the  
article illustrates the  
problem of

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Yonsei University.

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Globalization Ian  
Bremmer Harvard  
Business Review  
January-February,



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Need for Guarded

## **The New Rules of Globalization - The New Rules of Glob**

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The Rules of  
Globalization. This is  
a book about the  
politics of the global  
economy — about how  
firms prosper by  
understanding those

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politics, or fail by misunderstanding them. Understanding the politics of globalization may once have been a luxury; it is now, for most high-level managers, simply a necessity.

**The Rules of  
Globalization |  
World Scientific**

*Page 34/40*

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For those of us who have long recognized such inequities, the current moment presents an opportunity to craft a new model, a new set of “rules of the road.” Far from trying to set back the clock on globalization, it is only through this new, far more inclusive, non-

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Globalization  
corporate-centric  
approach that we can  
rebuild American  
support for expanded  
trade.

**The New Rules of  
the Road: A  
Progressive  
Approach to ...**

Globalization entails a  
clash of local cultures  
that must be  
redefined in this clash

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of locales. The lack of boundaries for financial, trade and information flows results in enhanced fixation of the place of life and activity for numerous groups of the population.

The Rules of  
Globalization China's

*Page 37/40*

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Belt and Road  
Initiative People  
Before Profit Failure  
to Adjust

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Geopolitics in the  
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Globalization Work

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Globalization  
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