



Global Management: Managing Across Borders

Chapter Four

Globalization: The Collapse of Time & Distance

★ Globalization

- the trend of the world economy toward becoming a more interdependent system
- the “shrinking” of time and space as air travel and the electronic media have made it much easier and less costly for the people of the globe to communicate and do business
- offshoring and foreign direct investment in America (emerging auto industry in the south)

Example: Worldwide E-Commerce

– Amazon.com

- ✦ Jeffrey Bezos left Wall Street in 1994 to launch an online bookstore called Amazon.com
- ✦ Expanded from books to nonbook areas
- ✦ Can delivery goods to anywhere in the world
- ✦ Partners with other businesses
- ✦ It reported 2011 net sales of \$48.07 billion,