

Globalization: Internet

- Globalization: Whole world is connecting more and more in every area (e.g.: economy, communication, between nations, individuals)

1. - before internet was created → international business was difficult + expensive (costs for calls, fax etc., no access to customers wishes or opinions or to manufacturer)
==> smaller companies with little capital can be started and be successful

- Internet opened up new ways of making business

→ More efficient and faster delivery of services and products, interconnection between economies around the globe, between manufacturers, dealers and customers, small and big companies from anywhere can compete or cooperate directly

- people with know-how of using the internet → rich with little work input (e.g.: education via internet)

- connection between countries → many improvements (most in technical branch)

for → concerns find people that are smart and acquire the knowledge their jobs more easily

- gives everyone the chance to get popular → www.youtube.com (celebrities like Esmee Denters or Justin Bieber)

- not only business or fame influenced → also political motives

everybody can post, tweet or mail own opinion about things → new rights for everybody, because of no complete control/oppression

→ **most important fact: FREE FREEDOM OF SPEECH, easy and quick way to discuss, develop and spread political ideas**



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