Reading

1. What did McDonald's do in France to improve its image?

2. How do McDonald's products in Hindu and Muslim countries differ frim their global products?

3. What does Coca- Cola do to its product at a local level?

3 Complete the paragraph with the following words.

communication improve create advantages
increase sensitive market

The article speaks about some _____[1] of glocalization. It suggest various ways in which international companies can _____[2] relations with their local markets. Firstly they need to be _____[3] to local needs. Then they need to _____[4] products suited to local markets. Finally they must _____[5] their products appropriately. In these ways they can improve _____[6] with their markets and _____[7] market share.

Glocalization

thinking globally, acting locally

A Glocalization (*local + globalization*) is a new word. It describes the strategy of being global and being responsive to local conditions at the same time. It occurs, for example, when global corporations customize their global products to suit the local culture. While globalization has been criticized for causing problems, glocalization seeks to improve relations between the big international companies and their local customers.

B The American fast-food chain McDonald's is often the target of the anti-globalization movement. However, it is trying to be more sensitive to local needs. The French attacked McDonald's for its Americanization of French culture. So McDonald's got rid of its American mascot, Ronald McDonald, and adopted Asterix, a French cartoon hero, as its local company mascot. It also serves French-style coffee in its restaurants. To avoid offence in Hindu or Muslim countries, McDonald's does not serve beef or pork – the Big Mac has become the vegetarian Maharaja Mac.

C Coca-Cola also creates products suited to local markets by producing local versions of the drink. Even Yahoo, the Web portal, uses local teams of people to analyse the content in each of its international sites.

D If a company wishes to be internationally successful it has to market its products in different ways for each country. Revlon, the cosmetics company, used Cindy Crawford to advertise its products in Asia, while L'Oreal used a local Chinese star – Revlon lost sales to its rival. The modern globalized world is often de-personalized, and a business that can communicate better will increase its market share. Large charities, such as

E Oxfam, also create local solutions for individual countries instead of simply handing out money. So glocalization is not just about big business – it is a concept that can help the fight against poverty and inequality around the world.

4. What does Yahoo do locally?

5. Why did Revlon lose sales to L'Oreal in Asia?

6. What ppositive resuls can come from globalization?

LIVEWORKSHEETS