

Globalisation And Standardised Products - Fatma Torun

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The products, services, and brands of transnational companies of mainly North American origin are flooding almost every part of the world. The so-called McDonaldisation transforms different national economies into one global, interdependent market (Ritzer, 2003). McDonald, Coca-Cola and Levi are compelling symbols of the North American lifestyle, representing modernity, convenience and enjoyment. They have enormous influence across political, ethnic, and social boundaries. This combination of ideological appeals, symbolic values, and product quality imply the power these companies maintain in their brands and products, which impact cultures in various contexts (Gajender et al., 2001). But does economic integration mean also cultural integration It is possible that long existing and diverse nations, with different histories and cultures, tastes, behaviours and ideas change within a short period of time and fit into the market structure of big companies' The aim of this brief essay is to discuss critically the fundamental background of this question and its key implications. Seminar paper aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: gut, University of East London, 22 Quellen im Literaturverzeichnis, Sprache: Englisch.Author: Torun, Fatma Publisher: GRIN Verlag Illustration: N Language: ENG Title: Globalisation and standardised products Pages: 00012 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638335447 Category: Business & Economics : Marketing - General

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