**Discussion**

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Globalization is the growing interdependence of world economies due to increased cross-border trade in goods and services, foreign capital flows, and the large and rapid spread of technologies. Businesses that expand internationally reap several benefits. Since many countries around the world are still linked, information and technological advancements move easily. Companies may find more cost-effective ways to manufacture their goods as a result of globalization.

Globalization has made international cultures, such as food, movies, music, and art, more accessible than ever before. The inflow of foreign direct investment into developing countries is now increasing. Globalization of culture promotes the sharing of cultural values between countries as well as the blending of cultures (Mestrovic et al., 2001). Cultural globalization, on the other hand, is described by the integration of business and consumer cultures across countries and the expansion of international trade.

It also increases global competition, which lowers costs and provides customers with a wider range of options. People in both developing and developed countries benefit from lower prices because they can survive better on less capital. Globalization has increased the standard of living in developing countries. Extreme poverty has decreased by 35% since 1990, according to the World Bank. Globalization benefits businesses in many ways, including new customers and revenue sources. Companies seeking these advantages seek out versatile and creative ways to expand their operations.

**Reference**

Mestrovic, S., & Tomlinson, J. (2001). Globalization and Culture. Contemporary Sociology, 30(6), 598. https://doi.org/10.2307/3089008