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by. Ian Bremmer. by. Ian Bremmer. From  
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industry's strategic importance to the host

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government and their home government.

They can then choose among various approaches: strike alliances with local players, look for new ways to add value abroad, enter multiple sectors, or stay home.

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## THE NEW RULES OF GLOBALIZATION ASSIGNMENT

Bremmer's Article Summary: Ian  
Bremmer in his article "The New Rules of  
Globalization" focuses on the evolution of  
Globalization in today's world. In  
particular, he writes about a new concept  
which he calls Guarded Globalization.



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**New Rules of Globalization - THE NEW  
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Retrieved from: <https://hbr.org/2014/01/the-new-rules-of-globalization>. Think back to January when we were discussing Strategic Impacts of External Environment, Globalization was an

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important topic of discussion. “The New Rules of Globalization” outlines that until 2008 going global seemed to make sense for just about every company in the world. Western markets were extremely competitive, population expansion had slowed and incomes had flattened, and corporate operating costs were rising.

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The New Rules of Globalization. January  
20th 2016, de Harvard Business Review  
Sitio web: <https://hbr.org/2014/01/the-new-rules-of-globalization>. Some companies  
get affected by the political game

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sometimes, if the companies that are affected are important enough they will receive help on a government to government basis.

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Valeria Alanis on Prezi Next**

Global economic growth and free trade

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took precedence over politics, and multilateralism over nationalist pressures. The changing geopolitical context and the impact of digital technologies on business models call into question this understanding of globalization. We see four major geopolitical shifts underway.

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Initiatives that must be part of the new

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companies to pursue new markets as a result of the local governments wish to protect the local companies and developing a more selective approach in relation to the countries...

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The Harvard Business Globalization is in the midst of a profound change, its basic tenets pressured by rising protectionism and the diverging growth paths of emerging markets. At the same time, digital integration is accelerating. For every barrier to globalization, it seems, there's a catalyst for a new kind of

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For example, with the new phase of globalisation, previously off-limits industries may now provide strategically important opportunities. During this new phase of globalisation, foreign businesses

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can also follow these strategies: staying at home, being more strategic at home, getting host or home governmental support, developing alliances with Chinese businesses and becoming more diversified.

**The new rules of globalisation - The  
University of Auckland**

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In conclusion, the article “The New Rules of Globalization” emphasizes the term of the guarded globalization and clarifies the significant changes for multinational companies to enter emerging markets. As discussed before, the article illustrates the problem of

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from MARKETING 315 at Yonsei  
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alization Ian Bremmer Harvard Business  
Review January-February, 2014  
Introduction Need for Guarded

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The Rules of Globalization. This is a book about the politics of the global economy — about how firms prosper by understanding those politics, or fail by misunderstanding them. Understanding the politics of

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globalization may once have been a luxury; it is now, for most high-level managers, simply a necessity.

## **The Rules of Globalization | World Scientific Studies in ...**

For those of us who have long recognized such inequities, the current moment

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presents an opportunity to craft a new model, a new set of “rules of the road.” Far from trying to set back the clock on globalization, it is only through this new, far more inclusive, non-corporate-centric approach that we can rebuild American support for expanded trade.



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