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Positive and negative effects of globalization on women' s lives pdf

Globalization, as it relates to business, is the ability of consumers and businesses in different countries to communicate, work together and buy and sell to each other. Some people are enjoying the increasing benefits of this simplicity of interaction, such as finding greater access to goods and services. In other cases, globalization leads to increased competition, creating more winners and losers in the market. According to the World Travel and Tourism Council, the thriving tourism sector is causing ripples of profitability on three levels: directly, through airfares, accommodation and purchases, indirectly, by enhancing marketing, maintenance and energy production and induced, by creating jobs and cultivating employee costs. As travel and shipping are made easier and trade barriers are reduced, consumers and businesses have greater access to goods and services. This helps businesses get things they may not have been able to get before, and allows them to make things better or cheaper. When consumers can more easily get goods and services, it brings more potential buyers to the business. Small business owners can take advantage of globalization by advertising and selling their products to more markets over the Internet and using an exporter. Not all countries regulate business or industries the way America does. This worldwide discrepancy means that American small business owners may face competition from foreign companies that follow labor, safety and environmental practices that are illegal in the United States. Companies that move to global markets may be banned by protectionist local governments who want to shield their business from competition. Companies that pirate products or copy trademarks are more difficult for small business owners to prosecute abroad. Countries that are improving their logistical infrastructure can attract more producers and create more jobs. This could lead to higher wages, a broader tax base and increased consumer spending, which is particularly beneficial to low-income countries that may not have had such opportunities before a global corporation entered the country. Conversely, wages could fall when an area that has had little competition for its industry suddenly faces a rash of new competitors. Globalization can cause serious damage to a place that is heavily dependent on one industry if the industry loses market share to new competitors. Business owners working in an area with little industrial diversification should project what can happen if the area is faced with increased industry. Even if the business doesn't work in this industry, it can be painful if factories close, jobs disappear and people leave the area or cut costs. When more people can buy and sell in the market, it causes price fluctuations. If the product is in limited supply and more people for him, prices are going up. When more and more people are able to sell goods previously supplied by suppliers in only a few countries, the price of these goods can drop dramatically. Small business owners facing new competition from overseas suppliers may try to combat this by rebranding, highlighting the distinctive benefits of selling or providing personalized and value-added services a foreign competitor cannot. As people from different cultures interact more often, their fears about each other may diminish as they learn from each other. However, when many cultures interact on a regular basis, one culture can become more dominant or integrated into another and threaten the cultural traditions of another group. Businesses entering foreign markets should be prepared for local competitors to try to maintain their market share by playing on the fears of local residents. Companies thinking of expanding into new overseas markets should work with a consultant who is well aware of the culture of this market before making a move. If you want to achieve the main goal, conventional wisdom says to think positively. Imagine delivering the perfect presentation, and absorbing the energy of the audience. Imagine the perfect interview, and imagine yourself on cloud nine when you get the offer. While these strategies sound convincing, it turns out that they often have the opposite effect. Many of us are more successful when we focus on the causes that we are likely to fail. This post originally appeared on LinkedIn. In a series of clever studies, psychologists Julie Norem and Nancy Cantor compared strategic optimists and defensive pessimists. If you are a strategic optimist, you imagine the best possible outcome and then look forward to making it happen. If you are a defensive pessimist, even if you have been successful in the past, you know this time may be different. You start portraying all the things that can go wrong. What if I spill coffee on an interviewer? What if I accidentally deliver a presentation in a foreign language? What if I forget my name? By nature, we are optimistic. We think we are better than most people with almost everything we do... More Most people assume that strategic optimists outperform defensive pessimists because they benefit from trust and high expectations. Norem and Cantor found that defensive pessimists were more anxious and set lower expectations for themselves in analytical, verbal and creative tasks. However, they don't perform any worse. At first I asked how these people were able to do so well, despite their pessimism. Norem writes in the power of negative thinking. I soon began to realize that they were doing so well because of their pessimism... negative thinking has turned anxiety into action. Imagining the worst-case scenario, defensive pessimists motivate themselves more and try harder. G/O Media can receive a commission of \$25 Strategic Optimists and Defensive Pessimists to succeed under different circumstances. Whether you're a defensive pessimist, or you're trying to motivate one, strategies that prove effective are often the opposite of what you expect. Don't whistle while you work's evidence shows that happiness often makes us more successful by promoting energy and creativity, it can backfire for defensive pessimists. When strategic optimists and defensive pessimists threw darts, they did equally well overall, but were most effective in opposite conditions. Before throwing darts, some people listened to relaxing tapes (hear the gentle rolling of waves on the sun-drenched ocean). Others imagined themselves throwing darts and conceding their targets. When they actually threw their darts, strategic optimists were about 30% more accurate when they relaxed rather than imagining negative results. But for defensive pessimists, it was the other way around: they were about 30% more accurate when thinking about negative results, rather than relaxing or portraying the perfect performance. Norem's research shows that positive mood impairs the work of defensive pessimists. When they are in a good mood, they become complacent; they no longer have the anxiety that usually mobilizes their efforts. If you want to sabotage defensive pessimists, just make them happy. According to the behavior of the blog Psychology Today, the culture of positive thinking creates a lot of ... More Responder discourages We think it's a good idea to encourage people, but not so quickly. In one experiment, people performed a drawing task that required focus and precision. Right before the assignment, for half the participants, the researcher looked at their grades in college and said, Hmm, given how well you've done in the past, I think you'd be very confident in your work. You will probably be doing very well on upcoming tasks. These words of encouragement somewhat increased the effectiveness of strategic optimists, who made 14% better. By contrast, defensive pessimists did significantly worse when they were encouraged, scoring 29% lower. Encouragement has helped to build their confidence, quell their anxiety and intervene in their efforts to meet low expectations. As Oliver Berkman writes in The Antidote, Reassurance is a two-pointed sword. Don't worry, be unhappy when people are worried, we sometimes tell them to distract themselves. Again, this doesn't pay off for defensive pessimists. In another experiment, people completed a questionnaire about their styles and then took a mental math test that involved adding and subtracting numbers in their heads 15 and 47 - 73). Strategic optimists did not benefit from thinking about possible results, but defensive pessimists did. When pessimists were distracted with another task right before the math test, their scores were about 25% lower than when they listed the most extreme results that could occur in the test, and how they might feel. Taking the time to worry helped them generate the anxiety needed to motivate themselves. British philosopher Alain de Botton wants you to think about some parts of your life so... More Fantasies for Silver Screen Studies show that positive fantasies discourage achievement when people imagine losing weight or pursuing a relationship with a stampee, they are less likely to perform. Also, people work worse when they say I will than when they ask themselves: Will I? Approval feels good, writes Dan Pink in Sell This Man. But that doesn't encourage you to call in resources and strategies to actually accomplish the task. G/O Smeecan get a commission of \$16 We need glass to be half full and half empty In the U.S., we advocate for optimists over pessimists. When economists surveyed more than 1,000 CEOs in the U.S., they found that more than 80 percent of those surveyed considered them very optimistic. G/O media can get a commission of \$17 Optimizers, usually thrive in jobs that require resilience and perseverance. For example, in the case of high bounce rates, optimists sold 37% more than pessimists in two years and were twice as likely to leave in the first year. In Learned Optimism, psychologist Martin Seligman reveals that when something goes wrong, pessimists view negative events as personal (I'm a terrible speaker), permanent (I'll never get better) and widespread (I'm going to lose the respect of my colleagues and my spouse). Optimists, on the other hand, recognize that when a presentation misses the mark, it is possible that the audience was not ready to post them, they can practice and improve, and they can still excel in other tasks and have a pleasant evening at home. G/O Smeecan get a commission of \$14 At the same time, we need pessimists to anticipate the worst and prepare us all for this. On average, studies show that people who never worry have lower performance than those who worry from time to time. Research also shows that when entrepreneurs are very optimistic, their new businesses generate less revenue and grow more slowly, and when CEOs are very optimistic, they take on riskier debt and are more likely to swing over fences, putting their companies at risk. (Perhaps that's why there are fewer optimistic CFOs than CEOs.) Ultimately, both styles are deadly in their extremes. Pessimism becomes fatalistic, and optimism becomes The key is to find a sweet spot, more moderate ranges that combine the benefits of both approaches. According to Richard Pyne, the best leaders - and that includes presidents - know that too much optimism is dangerous this wise and productive leadership means a balance between the view of the optimists on the blue sky at the world and a clearer assessment of any situation by pessimists. Take one seller part, one part inventor, one piece attorney, one piece security engineer, stir gently, and you have a great chief executive. If you are the kind of person who always tells other people to look on the bright side, you may want to reconsider. Whether people will be able not to think positively or negatively, but whether they choose strategies that correspond to their thinking. As psychologists Heidi Grant Halvorson and Tori Higgins write in Focus: It fits that matters. G/O Media can get commissions if you're a defensive pessimist, when preparing for a performance that really matters, you can list your weaknesses, not your strengths, and drink a glass of anxiety rather than a shot of confidence. Positive Power of Negative Thinking (en) LinkedIn Adam Grant is the author of Give and Take, the New York Times and Wall Street Journal bestseller. Follow him on Twitter @AdamMGrant. G/O Media can get a \$18Want commission to see your work on Lifehacker? Write to Tessa. Tessa. positive and negative effects of globalization on women's lives pdf

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