

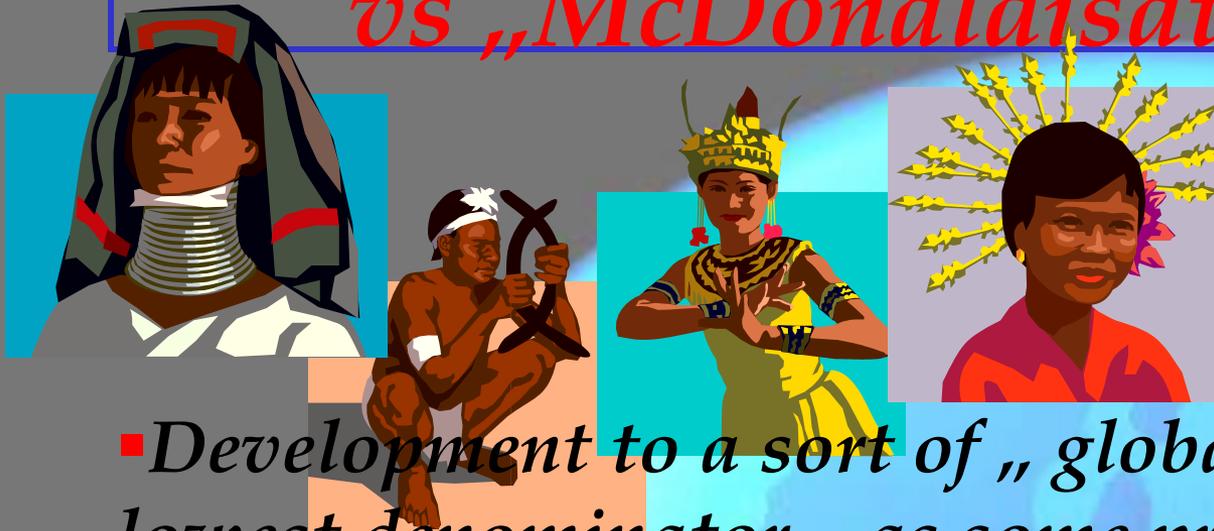
WCF Debate Global Communication

*Hon. Consul General
Dr. Volker Stoltz, Diplom Volkswirt,
WCF Debate „Cross-Cultural vs Global“, Davos*

Global Culture vs „McDonaldisation“ I

- *We all speak English (Lingua Franca)*
- *We all eat Hamburgers*
- *We all drink Coke*
- *We all watch Hollywood films*
- *We all „google“*
- *We all look for „ Facebook friends“*
- *We all consume: same news / same time*

Global Culture vs „McDonaldisation“ II



- *Development to a sort of „ global culture“ on a lowest denominator – as some predict?*
- *A sort of „McDonaldisation“ of our world – as some fear?*
- *The good news : The impact of the McDonaldisation varies from culture to culture*

Global Com is cross-cultural

Our world is diverse and continues to be diverse!

Globalization as a Process



- *Globalization as process on the way towards a global market with free exchange of goods and services.*

- *Still far away from this global market („globality“).*
- *Regionalization as step towards globalization*



Global Com

- *The Global Organization - HQ and local units - follow locally a global strategy with regard to*
 - ✓ *Finances*
 - ✓ *Research & Development*
 - ✓ *Procurement,*
 - ✓ *Production & Processing,*
 - ✓ *Marketing, Communication & Sales*
- *Global Com: global (regional) net of local units, because of*
 - ✓ *language*
 - ✓ *culture*
 - ✓ *religion*
 - ✓ *political structure*
 - ✓ *media structure etc.*

Debate: Cross Cultural vs Global Com

Global



Local

*Global
Com*



*Cross
Cultural*

*Cross
Cultural*

~~VS~~

*Global
Com*