Impact of Globalization on Small Businesses



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Vocabulary

Sustain: to cause to continue for an extended period or without interruption.

Incentive: a thing that motivates or encourages someone to do something.

Revenue: income, especially when of an organization and of a substantial nature.

Headquarters: the premises serving as the managerial and administrative centre of an organization.

News outlet: a newspaper, television company or other mass media which publishes news stories.

Marketing tools: promotional strategies and actions that a company uses to develop and promote its products or services.

Boost (in something): an increase or improvement.

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Introduction



Globalization signifies a process of internationalization plus liberalization, in which the world has become a small village due to the concept of globalization.The competition has become intense in every field. Nations struggle to **sustain** their economy by introducing new policies and announcing **incentives** to support mainly their economic indicators.

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