

Activity Sheet 1.2

Global Market: Pros and Cons

Both companies are trying to make the most of the global market by selling their brands all around the world. They also make their products in different places around the world. This global market has a number of effects.

Try to add a sentence to each side of the following table:

| Possible Benefits | Effects of the Global Market | Possible Drawbacks |
|-------------------|---|--------------------|
| | Massive expenditure on advertising, especially focused on young people | |
| | Large companies invest money in local-level training programmes | |
| | Production happens in poor countries because labour is cheap | |
| | Stronger links between companies and football teams | |
| | Global companies promote global images – including multi-ethnic stars and grassroots help in poor countries | |