

Dontrell Benjamin

Friedman and Ghemawat were two important people that had differences on globalization. Friedman wrote a book called “The world is flat”. Ghemawat looks at it as “semi globalized and multi domestic” and the world being “anti-world flat”. Ghemawat focus was on culture, administration, geography, and economics. They both strongly believed in different things that could be beneficial. Ghemawat helped people understand the concept of international business. Friedman gives you better ideas on flatteners. Ghemawat also believes that if the world were flat international business and global strategy would be easier. In sharp contrast, Ghemawat states that differences between countries are larger than generally acknowledged. As a result, strategies that presume complete global integration tend to place far too much emphasis on international standardization and scalar expansion (Decision Line, July 2008).