

AN APPROACH ON GLOBALIZATION FROM A PROCESS POINT OF VIEW

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Abstract:

The globalization process hasn't been triggered randomly or spontaneously. It acted in accordance with certain prior tendencies. Nevertheless it appeared as a response to crises in economic, energetic, financial, currency, raw material and alimentary fields from the end of the 60s and the beginning of the 70s which shook the world's economy. It began to define itself as a strategic instrument for big companies and banks to ensure their profitability regardless of the superficial or deep changes which have occurred in different economies where they have invested their capitals.

Keywords: *globalization, strategic instrument, process based globalization*

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