

Impact of Globalization on Superdry

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I will be discussing the definition of globalisation from different points of view. I will compare and contrast these definitions. I will look at how, over time, globalisation has changed by definition. Globalisation affects a lot of businesses. Superdry is one business affected, moving to many countries around the world. I will be looking into the ways that it has affected Superdry. Looking at the history, country of origin, style of [clothing](#) and how it has affected the countries it has expanded to.

Paul Wetherly and Dorrton Otter define globalisation as the “special level that adds the supranational level to focus on to the focus on business activity but emphasizes the inter-linkages across the spatial levels from local to global” (Otter, *The Business Environment Themes and issues* 2nd Edition, 2008, p. 207).

John Baylis, Steve Smith and Patricia Owens define globalisation as “mostly simply [or simplistically!] defined as a process of increasing interconnectedness between societies such that events in one part of the world increasingly have effects on peoples and societies far away. A globalized world is one in which political, economic, cultural, and social events become more and more inter connected, and also one in which they have more impact” (John Baylis S. S., 2014, p. 9).

These are two definitions of globalisation yet both differ from each other. This shows that people will have their own interpretation of globalisation and so there is no one definition.

They both speak about there being connections on a global scale. However, Wetherly and Otter talk about these connections being in business and Baylis, Smith and Owens refer to these connections being with societies and people. They both contain information that mention lo...

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