

A pair of hands, one from a darker-skinned person and one from a lighter-skinned person, are shown holding a small, realistic globe of the Earth. The globe is centered in the palms, with the continents of North and South America visible. The background is a plain, light blue-grey color.

Globalization and localization

14 examples

Example # 1

Google translate

Hello

Translate from:

Translate

Translate into:

English to Thai translation [Hide romanization](#)

สวัสดี

Swạsǎdǎi

Dictionary - [View detailed dictionary](#)

noun

1. สวัสดี

interjection

1. สวัสดี

2. ฮัลโหล

[Contribute a better translation](#)

Source: <http://translate.google.com/>

We'll have **automatic translation**

Source

A conversation with Eric Schmidt, CEO of Google. Charlie Rose, March 6, 2009.

<http://www.charlierose.com/view/interview/10131>

Example # 2



Worldwide, Nestle employs approximate 5000 people in 24 R&D centers and over 250 application groups.

It extends its reach by tapping into the technologies and expertise of more than **1 million researchers around the world.**

Source: <http://itssaulconnected.com/archives/2009/05/law-of-large-numbers/>

Example # 3



”Since World War II, Nestlé's milk has by and large been **produced** by thousands of small farmers in developing countries.

And their supply chain efforts have gone way beyond just sourcing.”

Source:

V. Kasturi Rangan, Harvard Business School.

From the article ”Business and the Global Poor” by Sean Silverthorne.

Harvard Business School Working Knowledge, Feb. 5, 2007.

<http://hbswk.hbs.edu/item/5529.html>

Nestlé has provided the technology, training, and supply-chain investments to make it possible for the small farmer to produce good-quality milk, transport it, and sell it to the company.

Source:

V. Kasturi Rangan, Harvard Business School.

From the article "Business and the Global Poor" by Sean Silverthorne.

Harvard Business School Working Knowledge, Feb. 5, 2007.

<http://hbswk.hbs.edu/item/5529.html>

Example # 4



"For the food industry, where cultural sensitivities and local tastes are very important, it's absolutely imperative that we delegate substantial authority to **local management.**"

Helmut Maucher

Source:

Interview with John Quelch.

<http://www.strategy-business.com/article/19753?pg=all>

For excellence today, a bottom-up approach appears to be more effective in both formulating and implementing customer-satisfaction strategies.

At Nestlé, for example, it is **local country managers and their subordinate product and segment managers** who regularly make such today-for-today decisions, not corporate headquarters management.

Source: Abell, Derek F.: *"Competing Today While Preparing for Tomorrow, p. 78-79."*

Example # 5



In Brazil, Nestlé engages rural women to operate as **distributors**. They travel door-to-door demonstrating product benefits and selling directly to consumers. By creating incentives for local retail entrepreneurs rather than hiring salaried employees or franchise holders, the company reduces its need to monitor individual sales performance.

Source

http://www.bcg.com/impact_expertise/publications/files/Next_Billions_Business_Strategies_Enhance_Food_Value_Chains_Jan_2009.pdf

Example # 6



When BP sought to market a dual-fuel portable stove in India, it set up one such **co-creation system with 3 Indian NGOs**.

Source:

Brugman, Jeb & Prahalad, C.K.: "Cocreating Business's New Social Compact"
February 1, 2007. Harvard Business Online.

The system allowed BP to bring the innovative stove to a geographically dispersed market through myriad **local distributors** without incurring distribution costs so high that the product would become unaffordable.

Source:

Brugman, Jeb & Prahalad, C.K.: "Cocreating Business's New Social Compact"
February 1, 2007. Harvard Business Online.

The company sold its stoves profitably, the NGOs gained access to a lucrative revenue stream that could fund other projects, and consumers got more than the ability to sit down to a hot meal - they got the opportunity to earn incomes as the **local distributors** and thus to gain economic and social influence.

Source:

Brugman, Jeb & Prahalad, C.K.: "Cocreating Business's New Social Compact"
February 1, 2007. Harvard Business Online.

Example # 7

GE Healthcare

Vijay Govindarajan: How GE is Disrupting Itself



Sources

<http://www.youtube.com/watch?v=8BvPUcZpGK8>

http://www.vijaygovindarajan.com/2009/09/reverse_innovation_how_ge_is_d.htm

Example # 8

GE Healthcare

Create entry-level goods for emerging markets and then quickly and cheaply **repackage them for sale in rich nations**, where customers are increasingly hungry for bargains. The term for this new approach is trickle-up innovation.

Source

Innovation trickles in a new direction.

http://www.businessweek.com/magazine/content/09_12/b4124038287365.htm?link_position=link1

Example # 9



In 2003, Unilever added **rural sales reps** (called boreholers) to distribute products to remote villages with rotational markets (market days) that are difficult to put into coverage plans.

Source:

Mahajan, Vijay: *Africa Rising*, p. 90.

Example # 10



In Nigeria, where 3.5 million babies are born every year, Unilever distributes a million free samples of products such as Pears baby lotion to mothers in maternity clinics and hospitals. **The company has worked with the nurses and midwives association to educate mothers about baby care.**

Source:

Mahajan, Vijay: *Africa Rising*, p. 135.

Example # 11



In crowded cities, delivery is essential for businesses from fast food to groceries. The streets are congested, and parking is unavailable. Home delivery has emerged as the most important channel for sales.

McDonald's and other fast-food restaurants **carry meals through traffic in Cairo on delivery scooters.** Delivery accounts for 27% of McDonald's sales in Egypt, and as much as 80% for some rivals.

Source:

Mahajan, Vijay: *Africa Rising*, p. 90.

Example # 12

The Coca-Cola Company

In Morocco, The Coca-Cola Company sponsored its **own university**, teaching shopkeepers how to use Excel spreadsheets and training salespeople.

Sources:

Mahajan, Vijay: *Africa Rising*, p. 102.

Example # 13



”For Coartem [antimalarial drug], Novartis has created extensive **educational materials** and blister packs with illustrations to encourage proper use of the drugs. The company has even created comic books in different languages for children to raise awareness of malaria and discuss its prevention and treatment.”

Source: Mahajan, Vijay: *Africa Rising*, page 93.

During 2006, more than 62 million **treatment courses** of Coartem were delivered to more than 30 countries across Africa, helping to save an estimated 200,000 lives.

Source: http://www.novartis.com/newsroom/news/2007-04-17_coartem-africa.shtml

Example # 14



GlaxoSmithKline has enlisted midwives to **distribute** specialized vaccines to infants in the Philippines.

Source

https://www.mckinseyquarterly.com/Telecommunications/Strategy_Analysis/Capturing_the_promise_of_mobile_banking_in_emerging_markets_2539