Globalization: Asia Globalization is a far-ranging topic. It has as many perspectives as commentators. Western views of globalization often focus on economics and politics, while Eastern views often focus on philosophy and culture. China has participated in globalization for thousands of years. For the most part, the history of China involves open-ended relations with the world. In the preface to a book on Eastern and Western cultures, Jeff Yang writes, “America was Asian before it was American; the ancestors of the continent's original inhabitants were Siberians who made the long, cold journey across the Bering Strait some 11,000 years ago” (Yang et al., introduction). As globalization continues to shape worldwide interactions in commerce, technology, and more, companies will need to understand both its benefits and challenges. What is Globalization? Refers to interconnectedness among countries through various relationships, from business, geopolitics, and technology to travel, culture, and the media. Though, of course, multinational conglomerates see globalization in every aspect of business, even smaller startups and entrepreneur-led businesses will be impacted. Globalization affects businesses in a variety of ways: Increasing competition: Businesses that contend in the global marketplace will naturally face competition from companies all over the world. The globalist theories of globalization have not only been criticized for their ambiguous definitions of globalization (as an unrealistic concept that fails to grasp the multidimensionality and plurality of reality) but also for their underlying ideological assumptions. Globalization has not only been used by these theories to describe the very complex reality of global change in a simplified and reductionist way but it has also been employed as an ideal that ought to be realized. In contrast, "globalization" is considered mostly by many critics as nothing more than a new brand for capitalism.