

The Global Approaches

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INTRODUCTION

The global approach describes the understanding of places of individuals, groups of people, cultural perspectives, and societies in the world and how they relate to each other. It summarizes culture, migration, economy, teaching and learning, global marketing, prevention and control of diseases, global governance, research and innovation, capital placement, and intercultural

Migration

The global approach to migration has constituted the cooperation between EU and African nations on migration agenda that includes legal and irregular migration and combating human trafficking and smuggling of migrants. Providing regulatory channels is key for combating irregular immigrants and reducing the number of “overstayers” as well as a degree of solidarity in relations with countries of origin of migratory flows. It protects the rights of migrants, and the external dimension of asylum and enhances positive links that exist between migration and development. Some people move in search of work or economic opportunities, to join family, or to study. Others move to escape conflict, persecution, terrorism, or human rights violations while others move in response to the adverse effects of climate change, natural disasters, or other environmental factors. Well-functioning border control approach helps to regulate the migration of people. To control this migration, countries should promote stability, education, and employment opportunities and reduce the drivers of forced migration. This is achieved by promoting resilience, thereby enabling individuals to choose between staying and migrating.

Teaching and learning

The approach to teaching and learning is based on the needs of the learners in bringing the world into classrooms. A teaching approach is a set of principles, beliefs, or ideas about the nature of learning translated into the classroom. The pedagogy approach is based on behaviorism, cognitive constructivism, humanism, and connectivism. It quantifies and measures the contribution of the global approach to teaching-learning theory. The approach to politics tries to expound on the governance system on the arms of government that include legislature, executive, and judiciary. The teaching and learning of the economy explain the diversification of global economic perspectives.

Principles of Marketing

The principles of marketing include product, price, promotion, place, process, physical evidence, and people. Marketing is a management process where goods and services move from concept to consumer. The place is where the manufacturer makes the product and where the people buy it. This can significantly influence the price. The price can determine the profit margin and future investments. Promotion can boost brand recognition and sales. It is comprised of various elements like sales organization, public relations, advertising, and sales promotion. They are agreed-upon marketing ideas companies use for an effective marketing strategy. Firms around the world use standardization and localization approaches to market their products. Global consumers prefer standardized products that have uniformity around the world with little mix variations in price, quality, and reliability. On the other hand, localization aims at altering

existing products to fit the needs of the local market. This localization can protect companies from high-profile disastrous consequences when standardization fails.

Digital sovereignty

It is about how a state regulates and exercises control over the technology and services in use there. It is concerned with keeping sensitive data secure and enabling businesses, organizations, and individuals to enjoy greater autonomy over their digital assets and data. The organizations should conduct a comprehensive audit of their data, including where it is stored, processed, and transmitted, and ensure that they comply with the relevant data protection laws and regulations. The steps include leveraging cloud provider capabilities in geographical locations worldwide, implementing data sovereignty requirements uniformly in each country, and keeping track of backups. The government should implement data sovereignty, localization, and residency. There are different digital approaches to digital sovereignty among different countries like the US, China, and the EU. The US uses open data transfers. China controls what data comes in and goes out of its territory while EU data protection laws put individual rights and privacy front and center. The US invested majorly in digital innovations in their defenses and military while China invested in local champions. EU created its own key European tech players.

Prevention and control of diseases

This is done in the following ways. Primary prevention is intervening before health effects occur, secondary prevention is screening to identify diseases in the earliest stage, and tertiary prevention is managing disease post-diagnosis to slow or stop. The aim is to reduce the mortality of cardiovascular disease, cancer, diabetes, and chronic respiratory diseases. This is done by reducing alcohol consumption, increasing physical activity, reducing dietary salt and smoking; improving blood pressure control, and enhancing treatment of those at risk from or suffering from Major NCDs. An increase in cigarette prices and banning advertisements are effective to reduce smoking in low- and middle-income countries. The countries should improve healthcare systems and invest in research innovations. Healthy habits approach includes safe handling and preparation of food, hand washing, and sanitization, cleaning and disinfecting commonly used surfaces, coughing and sneezing into a tissue, not sharing personal items, getting vaccinated and screened, and staying at home when sick. The government should provide basic supplies such as mosquito nets and drug-based solutions such as immunizations to help reduce the harm done by diseases.

Corruption

The global approach to dealing with corruption includes preventive measures, criminalization and law enforcement measures, asset recovery, and technical assistance. The corruption ranges from private to public in the form of bribery, lobbying, extortion, cronyism, nepotism, parochialism, patronage, influence peddling, graft, and embezzlement of public resources. To stop corruption, the agencies involved should expose corrupt activities, keep the public sector honest, transparent and accountable and ensure public and private sector employees act in the

interest of the public. Furthermore, the government should strengthen regimes to prevent corruption and bring corrupt actors to justice regardless of their position, enhance international cooperation and partnerships, deny haven, and recognize reforms.

Pollution

This is the major problem facing the world. It comprises air, water, noise, and soil pollution. Different approaches have been used to prevent the cause of these mentioned pollutions. Air pollution can be controlled by keeping vehicles in good condition, driving your vehicle less, turning off your engine, not burning plastics in an open environment, limiting backyards fire in the city, planting and care of trees, using less energy, and switching off electric or hand-powered lawn equipment. Water pollution can be controlled by the treatment of sewage, not pouring fat from cooking or any other type of fat, oil, or grease into water bodies, minimizing the use of pesticides, herbicides, and fertilizers

Internationalization

This approach aims at designing a product that is readily consumed across the world. The approach is used by companies to market their products beyond the domestic market. This is done by choosing the expansion country, conducting market analysis, planning the market entry, evaluating the market position, considering the desired targets, fine-tuning products and services evaluating core competencies, and analyzing supply chain value chain options. The modern approach shows how a company can gain a competitive advantage over others in different countries. The polycentric approach uses a hiring and staffing method in which international subsidiaries of a country find the team members from the host country, rather than the parent company's location. This helps the subsidiaries better understand local needs and operate within a particular community. The regiocentric approach places managers from various countries within geographic regions of a business. In this approach, the parent country uses natives to manage the business.

Global governance

This purposeful order emerges from institutions, processes, norms, formal agreements, and informal mechanisms that regulate action for the common good. It manifests itself in various forms such as international agreements and organizations such as the world trade organization, the world bank, and the international monetary fund. It provides the rule of law at the international level which can protect the weak from the strong and provide a stable basis for the development of international institutions. It is divided into but not limited to agenda-setting, policymaking, implementation and enforcement, and evaluation, monitoring, and adjudication. It aims at managing cross-border issues like diplomatic relations, trade, financial transactions, migration, and climate change. Global governance serves as a beacon that helps us negotiate these rapids of contemporary human interaction. It makes policy recommendations to overcome global governance challenges by improving the efficiency, effectiveness, and legitimacy of

collective actions undertaken by relevant stakeholders. The approaches used include agreed-upon standards, evolving norms based on shared values, and directives issued by private authorities and ultimately enforced by states.

Conclusion

The global approaches have significantly improved the healthcare system through preventive and curative measures of prevailing diseases. Political and socio-economic activities have greatly improved through quality and reliable products.

References

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