

# Critical review on the economist-a bigger world

[Literature](#), [Russian Literature](#)



Critical Review on the Economist The article in review is “ A Bigger World”, which was a special report on globalization dated September 20th in the Economist. The report by the Economist was to bring into perspective the different markets that are emerging and trying to compete in the global market. The authors talk of the emerging markets that are capturing the world’s economies by storm, and how they are affecting the economic trend in the varied jurisdictions in which they operate. In this article, the presence of multinational corporations is also discussed, and how they affect the current trend of globalization among developing countries (The Economist 1). The author(s) of the article bring into account the nature of some of the expanding companies, especially from the developing regions, and explains their impact in markets that can be considered established. In order to come up with the information that is presented in the article, the author(s) had to involve some quantitative data so as to come up with conclusive results. The author has dissected internal and external facts presented by all the companies that are mentioned in the article. The use of secondary sources of information made it possible for the article to bring out some of the unknown facts about certain companies, regions, and even emerging markets, for example; Brazil, Russia, India, and China. All these are attained from secondary sources of information, and they have been used to argue the author’s claim about globalization and the trends in countless regions/markets. It is this information that shows of the interest the author has placed on the growing trends in emerging markets. In a certain section of the article, the author talks of a new champion company known as Safaricom. The mobile-phone company is particularly famous in Kenya, and

in its initial public offering, the company raised over \$800 million (The Economist 3).

The surprise brought forth by the author(s) shows of the disbelief that many more regions may experience when they hear about the emerging world phenomena. China's Lenovo Computer Company is another that is making waves in the world economy, having made it to the Fortune 500 in 2005 (The Economist 2). The article's easy-to-understand language makes it easier for even the not-so-economic mind to comprehend the intended message.

Readers may have an easy task at interpreting the message and grasping the magnitude of what is happening in the economic world, now and in the future. The article works toward improving the relations that most economies have with each other.

In my opinion, the article was written at the right and opportune time. It was written at a time that makes it possible for the world to imagine new and existing prospects emerging, and how capitalization can be applied on these possibilities. I concur with the writer, and all the recommendations made toward the end of the article. It is high time people embraced the term globalization as a thing that is all around the world, and not just an American thing. The author argues that the term emerging markets be done away with, and embrace a much more general term (The Economist 5). This is because some of the markets termed as emerging are already well-placed in the world economy, and they can do what the other markets can do. It is only a matter of time before some of the developing markets make their mark in the world economy.

Work Cited

" A Bigger World." The Economist 20 Sept. 2008: 1-15. Print.