

6 Ethics and globalisation – Part 2

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)
ethically	道德	_____
environment	环境	_____
reputation	声誉	_____
Globalisation	全球化	_____

Recall

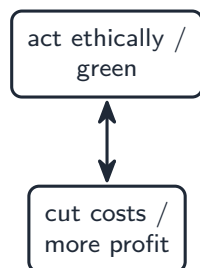
Businesses also face pressure to act responsibly and to compete in a global market.

New ideas

Read these first, then do the Practice.

■ 1 Ethics and the environment

A business can act **ethically** 道德 and protect the **environment** 环境, but this often costs more:

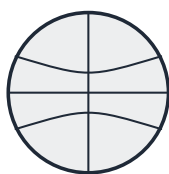


a business must
balance the two

For example, recycling and fair pay cost money, but improve the business's **reputation** 声誉.

■ 2 Globalisation

Globalisation 全球化 means the world's economies are more connected:



sell to more countries

buy cheaper supplies

but more competition

Watch out: acting **ethically** or greenly (fair pay, recycling) usually *costs more* but improves the business's **reputation**. **Globalisation** opens bigger markets and cheaper supplies but also brings *more competition*.

Practice

Try these in order.

6.6 Give one way a business can act more ethically. [1]

6.7 Why might acting ethically cost a business more? [1]

6.8 Give one benefit to a business of a good reputation. [1]

6.9 What is *globalisation*? [1]

6.10 Give one benefit and one drawback of globalisation for a business. [2]

6.11 Challenge. A clothing business is deciding whether to move to fair-pay, eco-friendly production. Give one benefit and one drawback of this choice. [2]