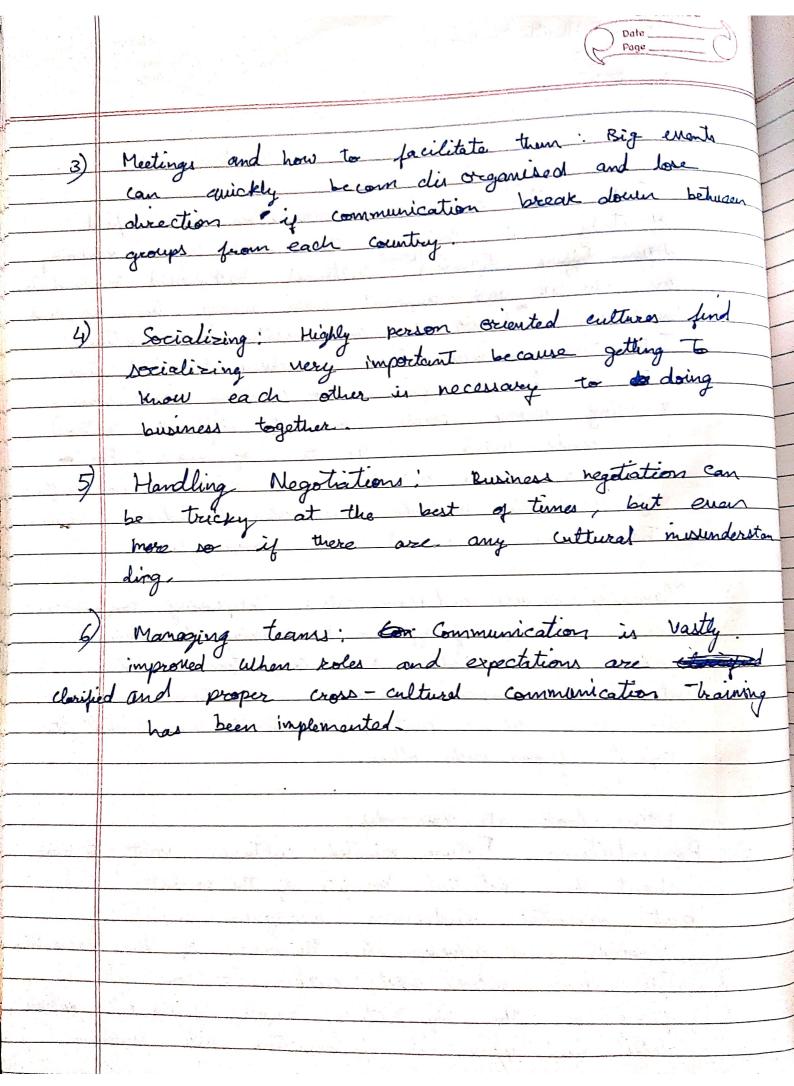
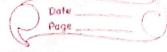
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and the second s	the society we were rawed in or our family is values. Having different culture in the workple.
	is voce common.
2	Race Diversity: Race has to do with a person grouping based on physical traits.
	purson from the second
3)	Religious diversity: It refers to the pressure
3	Religious diversity: It report to the pressence of multiple religion and sportual beliefs in the Workplace
	Age Diversity: It means working with people of deffer different agos and most importantly general,
	of different of
5	Descriptional sense of male and female employees.
	traditional some of male and female employees.

Scanned with CamScanner

Gelobalisation refers to achieving that brings the people culture and economics of different Countries Closes Together. This includes operating in different rational on markets Colocalisation is used to describe a product or service that in developed and distributed globally but is adjusted to accommodate the user in local market. On Geldoolisation and Gelocalisation is related to cross culture communication as in both we look to experie globally into new countries also have different autime. It is vory important to undertand the cultures and then only begin marketing and salling based on their cultures as how company would Want to offend any culture. For eg: Mcdonalde has different monu in different countries keeping in view of their cultural difference Like Mcdonalde selle beef burger in US which may Offend in Indian as they patray and as godden. Therefore Mcdonaldy brought more vogetarian things to be glocal. Wethout coss cultural Communication it will be very hard for any company to succeed in global and briens market.