We often hear the word globalization in many contexts and repeated frequently as a concept to denote more trade, foreign companies and even the ongoing economic crisis. Before we launch into a full-fledged review of the term and its various manifestations, it is important to consider what exactly we mean when we say globalization.

**Globalization is the free movement of goods, services and people across the world in a seamless and integrated manner**. Globalization can be thought of to be the result of the opening up of the global economy and the concomitant increase in trade between nations. In other words, when countries that were hitherto closed to trade and foreign investment open up their economies and go global, the result is an increasing interconnectedness and integration of the economies of the world. This is a brief introduction to globalization.

Further, globalization can also mean that countries liberalize their import protocols and welcome foreign investment into sectors that are the mainstays of its economy. What this means is that countries become magnets for attracting global capital by opening up their economies to multinational corporations.

Further, globalization also means that countries liberalize their visa rules and procedures so as to permit the free flow of people from country to country. Moreover, globalization results in freeing up the unproductive sectors to investment and the productive sectors to export related activities resulting in a win-win situation for the economies of the world.

**Globalization is grounded in the theory of comparative advantage which states that countries that are good at producing a particular good are better off exporting it to countries that are less efficient at producing that good**. Conversely, the latter country can then export the goods that it produces in an efficient manner to the former country which might be deficient in the same. The underlying assumption here is that not all countries are good at producing all sorts of goods and hence they benefit by trading with each other. Further, because of the wage differential and the way in which different countries are endowed with different resources, countries stand to gain by trading with each other.

Globalization also means that countries of the world subscribe to the rules and procedures of the WTO or the World Trade Organization that oversees the terms and conditions of trade between countries. There are other world bodies like the UN and several arbitration bodies where countries agree in principle to observe the policies of free trade and non-discriminatory trade policies when they open up their economies.

In succeeding articles, we look at the various dimensions of globalization and the impact it has had on the global economy as well as in the mobility of people from poverty to middle class status. The point here is that globalization has had positive and negative effects and hence a nuanced and deep approach is needed when discussing the concept. What is undeniable is that globalization is here to stay and hence it is better for the countries in the global economy to embrace the concept and live with it.

**Effect of Globalization on morality**

Globalization has been a target for accusation and criticism much more than praise, as a result of the fears that were pointed out in most of the papers that dealt with this subject.

These fears have concentrated on the economic aspect claiming that the poor in the world will become poorer, and the cultural aspect whereby the specific features of the nations will be threatened by a unified model of living and behavior.

As for the moral aspect it has been rarely studied, although the changes that have become to appear in the relations among people, the goals they seek and the values they adopt are rather significant. Values like speed, power, gain and interest has gradually replaced values of sacrifice, help and compassion… to the extent that it could be claimed that globalization is against ethics and that it is consuming the values that were produced in the previous stages of history. The new values will not only destroy human relations, but what globalization itself has produced as well. My paper attempts to study this relationship between globalization and morals, as well as threat the moral values is suffering from, through several political, economic, behavioristic and cultural examples… and the relation of all this with the inflation of the value of individualism at the expense of the values of collectivity and solidarity. It also traces the impact of this individualism as demonstrated by social instability as the result of the chaos that accompanied the abrupt transformation of many countries into market values and the states ending its providing of various social services.

Furthermore, there has been an international manipulation of the ethical values: They claim theoretically that they uphold moral principles while they continue to violate them in practice: For example; They claim that they support woman's rights while they present woman as a sex object. They call for children's rights and protect international networks that sell these children or sexually exploit them.

They also protect the mafias who have become more powerful than many governments.

In this respect, we ought not forget political hypocrisy that is manifested in supporting dictatorships that do not oppose the policies of the super powers. Nor should we ignore the destruction of the environment to ensure that the multinational companies' interests is safeguarded.

This huge flow of "new" values causes great concern in the countries that still believe in religious and cultural values. Thus these countries, the Arab and Muslims countries included, face important challenges that compel them to study the ways that strength their base of immunity in their culture, with the educational system in families and school in its vanguard.

We should not also forget the rule that media, cultural and religious elites could play. But this needs a comprehensive national strategy, for the efforts of certain associations, though important, are not enough…

For this strategy to succeed, all parties should feel that the coming danger threatens the future of all human relations and not only this or that group.