Name the **industry globalization drivers** that define **how customer behavior** distribution patterns evolve.

(A**) Market drivers**

EXPLANATION

Market drivers define how customer behavior distribution patterns evolve, including the degree to which customer needs converge around the world, customers procure on a global basis, worldwide channels of distribution develop, marketing platforms are transferable, and "lead" countries in which most innovation takes place can be identified.

Which of the following **industry globalization drivers shape the economics of an industry?**

(C) Cost globalization drivers

EXPLANATION

Cost globalization drivers-the opportunity for global scale or scope economics, experience effects, sourcing efficiencies reflecting differentials in costs between countries or regions, and technology advantages-shape the economics of an industry.

What is defined by market drivers?

(A) The degree to which customers procure on a global basis

EXPLANATION

Market drivers define how customer behavior distribution patterns evolve, including the degree to which customer needs converge around the world, customers procure on a global basis, worldwide channels of distribution develop, marketing platforms are transferable, and "lead" countries in which most innovation takes place can be identified.

Which of the following industry globalization drivers include industry characteristics such as the **degree to which total industry sales are made** up by export or import volume?

(A) **Competitive drivers**

EXPLANATION

Competitive drivers include industry characteristics-such as the degree to which total industry sales are made up by export or import volume, the extent to which major players have globalized their operations and created an interdependence between their competitive strategies in different parts of the world-that affects the globalization potential of an industry.

What are competitive drivers?

(D) Industry globalization drivers that include the extent to which major players have globalized their operations

EXPLANATION

Competitive drivers include industry characteristics-such as the degree to which total industry sales are made up by export or import volume, the extent to which major players have globalized their operations and created an interdependence between their competitive strategies in different parts of the world-that affects the globalization potential of an industry.