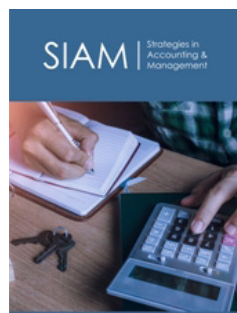


The Global Business

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Opinion

The market has always a place in the economy and the governments its role. The market gives freedom to the families to buy and sells products. With higher opportunities and less income provoke more stress situations, to choose products and management their income. Within a context of innovation there are more products and services available at global market. The challenges to get new services also increase the need to get more income to face these new acquisitions. The instability is higher to everybody: income to families and returns to enterprises, as well as revenues to the governments. By the other side, the government tends to have more expenditure to ensure healthcare not only to older people but to people in general. Not less important, there is less revenue due to the higher fragilities of the market which provokes less business to the enterprises, and then a scarce of new jobs as well as traditional ones.

Then, the government with more expenditure and less revenue will reduce the future wellbeing of the citizenships. Not less important, less mobility of goods, services and people imply less opportunities to the people not only to get income but also to social and political participation. The government redistribution role can be reduced, which provokes difficulties in promotion of social inclusion by education and other public services, including traditional public goods as transports infrastructures. The environment can won nowadays and tomorrow, but the global pressure of the years before has a price today, not only at macroeconomic level, but also at microeconomic level, that is, not only at global business level but also at enterprises level, with less market dynamics. The result can be more rules saving market dynamics and necessarily, more sustainable governments at social and financial levels. Then, the market must always have a place in the economy and the governments a role. The global stability depends also of the good long run local strategies that promote not only the local market, but also the global market.

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