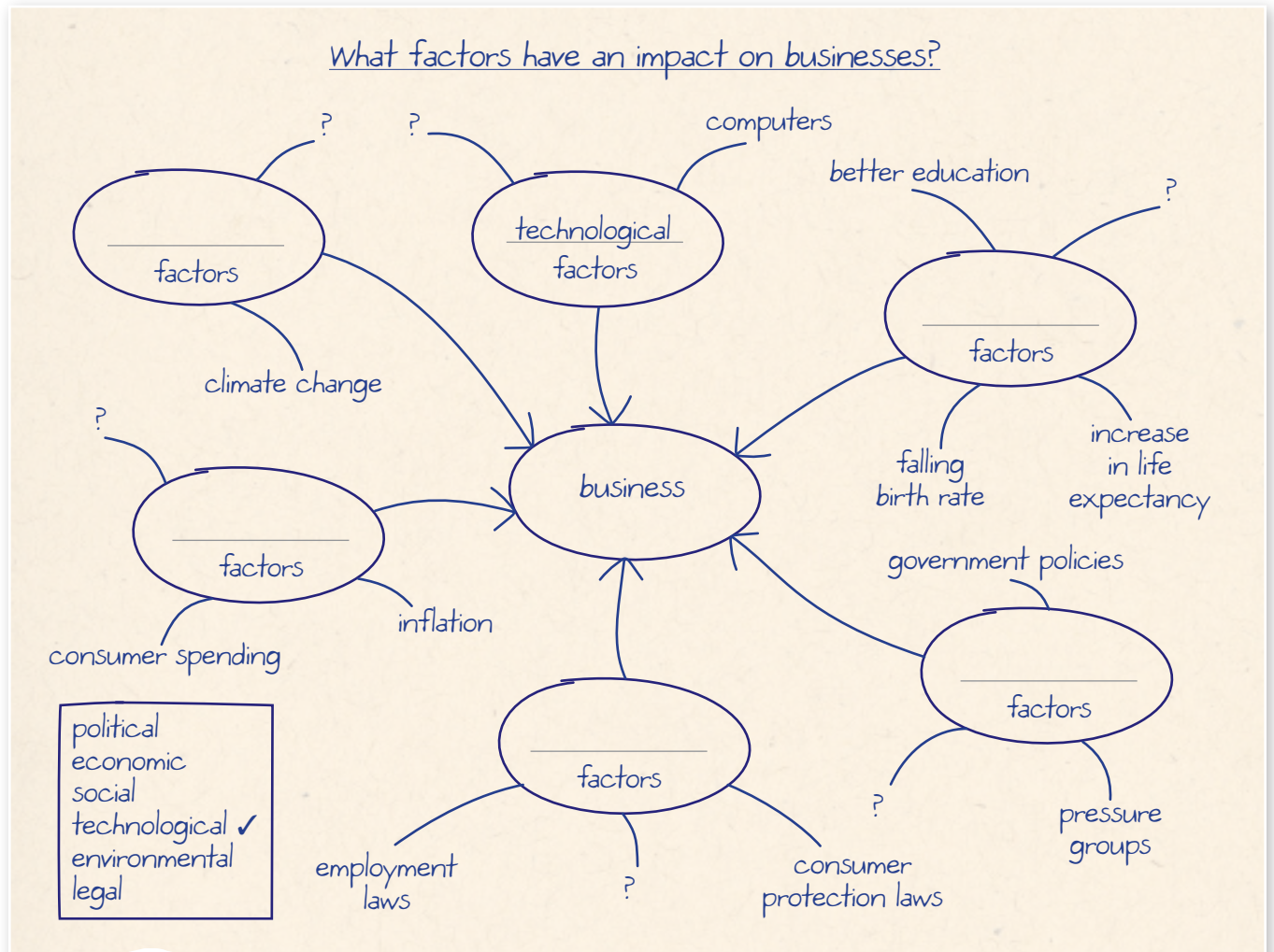
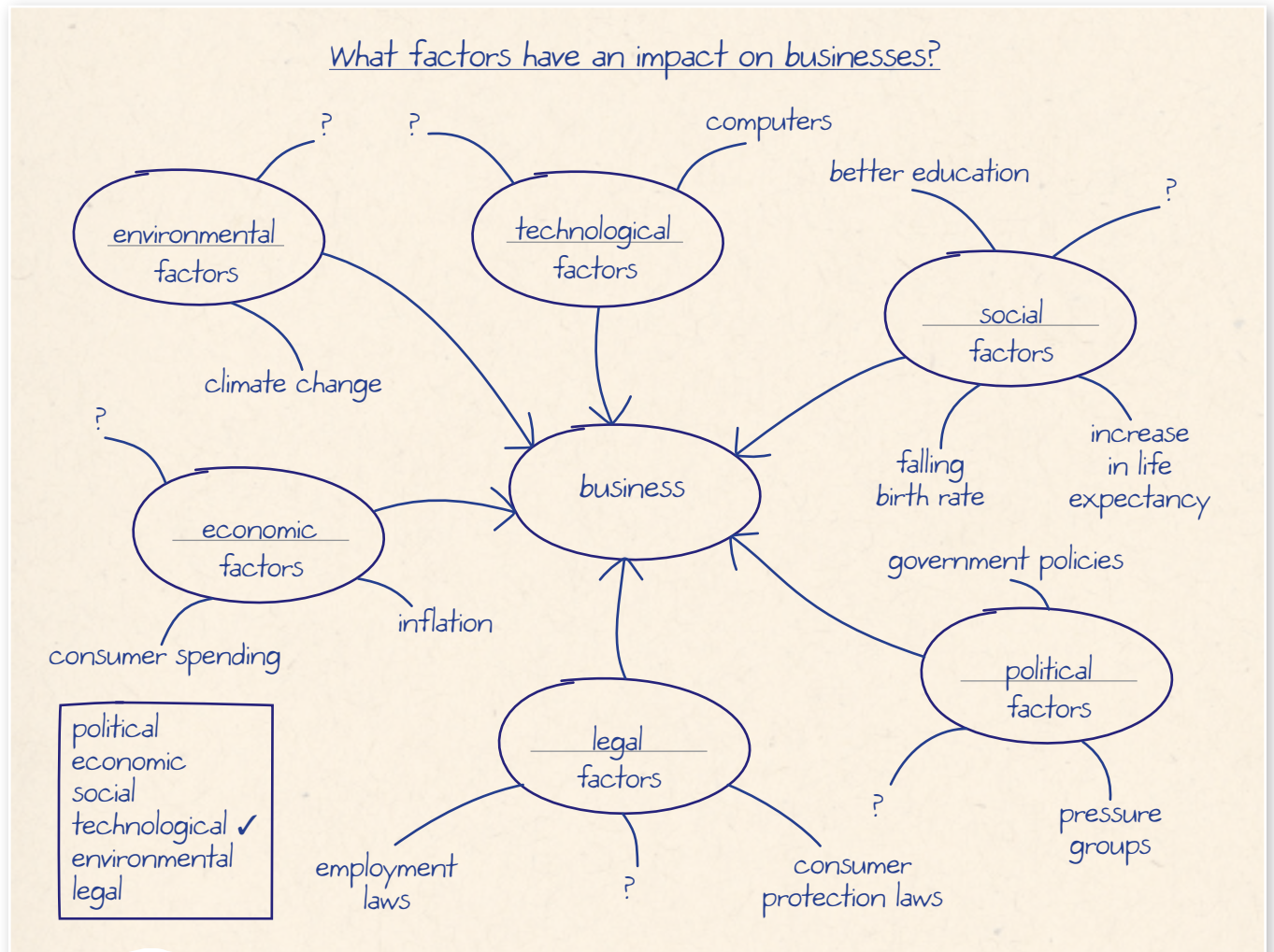


11.1_A



11.1_A Answers



11.1_A More examples/Answers**Technological factors**

new communications technology
new industrial materials
inventions for industrial or domestic use
new types of renewable energy sources
developments in IT and artificial intelligence,
e.g., robots

Social factors

population growth
immigration
new fashions
changes in social attitudes

Political factors

the impact of government
control by governments
change in government
deregulation
trading standards
monopoly and competition
employment laws
local trading organizations
regional trade groups such as EU, MERCOSUR,
NAFTA, protectionist policies
global organizations such as WTO, World Bank,
G7, G8, G20, United Nations, International Monetary
Fund, international conventions and agreements

Economic factors

economic/business cycle
depression/recession
unemployment
money markets
taxes
interest rates
changes in main type of wealth-producing activity
(e.g., change from farming to manufacturing to
service industries)
growth of new economically powerful countries
development of new or changing markets
changes in the fortunes of the largest economies

Environmental factors

Some of these are covered in detail in Lesson 4.
Here students could think about aspects such as:
global warming
pollution
industrialization
development
green issues
natural world
waste disposal
new laws on emissions
planning permissions

Legal factors

discrimination law
copyright law
health and safety law
fraud law
import/export law
privacy law
laws affecting online trading
tax law