

The Global Sneaker: From Asia to Everywhere

32.1 Introduction

We live in a global marketplace, with many of the things that we wear or use or eat every day coming from other countries. Our cell phones might be manufactured in China. Our clothes might be produced in Malaysia, Mexico, or Madagascar. The gas in our cars might have been refined from oil pumped in Saudi Arabia or Venezuela. Americans drink coffee from Colombia and tea grown in Kenya. The grapes we eat in winter may have traveled to us from Chile. The shrimp in a seafood salad might have been raised in Thailand or Vietnam.

Americans buy goods from all over the world because of **globalization**, which means the development of a global, or worldwide, society. In a global society, people, money, information, and goods flow fairly freely across national borders.

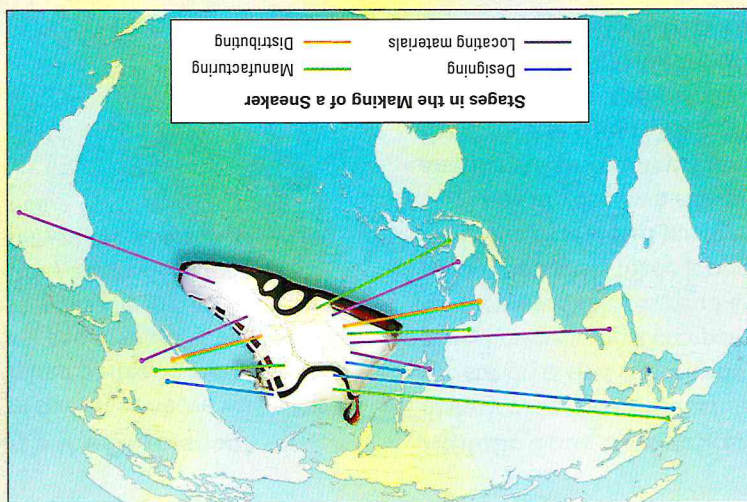
It wasn't always like this. Most of the products that your grandparents used when they were growing up were probably made in their own country. However, a boom in world trade has changed all of that. The globalization of the world economy has had an enormous impact on workers, consumers, business, and the environment.

In this chapter, you will look at one common manufactured product that has become globalized: the sneaker. Historically, the sneakers on the feet of most Americans were produced in the United States, but today most sneakers are made in Asia. You will read about the steps that go into the making of a sneaker, and you will learn how the globalization of the sneaker affects people and places around the world.

Essential Question

What is globalization, and how does it affect people and places?

The sneaker is a good example of the growth and impact of globalization. The making of a pair of sneakers involves several steps and various countries. The map shows some of the places that have a role in sneaker production. Keep this map in mind as you try to answer the Essential Question.



Graphic Organizer