

Glocalisation

Sociology

How a global form is reworked by every local setting it lands in.

Robertson's term for the way global forms are adapted to local conditions, so that spread and difference are produced by the same process.

COINED

Robertson, 1992

CLAIM

both, not either

- Global and local are not opposites here.
- Firms adapt product, price and format deliberately.
- Audiences adapt meaning without being asked.
- The same brand carries different status by country.
- Regional producers copy and then export back.
- Spread and difference increase together.

LOOK FOR IT

A worldwide franchise with a menu, a price point and a social meaning that differ in every country it operates in.

Educational reference. Critics argue the term can obscure how much power remains with the firm setting the global template.