Vigorously defend Nationalism. Explain why it is superior to Globalism

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Nationalism refers to the belief that one's own nation, identity, history, and culture are superior to those of other nations. The ideology of nationalism also believes that one's devotion and loyalty to one's nation should come before any individual interest. On the other hand, globalism is the opposite view which believes that the world is interdependent and interconnected. It refers to the belief that the success of the world as a whole is more important and potentially prospective than the success of any single nation in the globe. Building on the definitions of both approaches, nationalism as a single ideology supporting the success of one nation fosters a sense of solidarity and belonging among the citizens of a nation whereas globalism as a whole creates a sense of alienation among nations and people.

Cultural Identity and Sovereignty

Nationalism is considered better than globalism because it protects and preserves the uniqueness and diversity of different cultures and people. Globalism, on the other hand, homogenizes people and culture and imposes a uniform culture dictated by the interests of a few powerful actors such as elite groups, international organizations, or multinational corporations. Nationalism celebrates the values, traditions, distinctive culture, and rich heritage of each nation whereas globalism threatens the unique identity and dignity of nations. The former approach appears as a force promoting nations while respecting their autonomy and sovereignty whereas the latter approach appears as a force resisting the limits of nationalist tolerance that undermines the freedom and self-determination of the nations (Haidt, 2016).

Patriotism Social Cohesion and Inequality

Furthermore, nationalism is better than globalism as it instills a sense of pride and patriotism but globalism weakens the loyalty and bonds among the people of the nation which makes them indifferent to their own country and their own nation. The sense of patriotism that nationalism instills encourages people to work together for the common good of the country and the nation which promotes the stability of the nation. However, globalism creates a sense of fragmentation among the peoples of different nations which divides the world into winners and losers. Such indifference among the people of a nation weakens the bonds between them and creates inequalities and falsehoods

among peoples and nations (Malesevic, 1999). Moreover, the ideology of globalism benefits the rich and weakens the poor as it exploits and marginalizes weak individuals of a nation and benefits the powerful.

National Security and Self Determination

In addition, nationalism stabilizes the nation while promoting its security as it influences that nations have the ability and right to defend themselves from external interference and aggression so that they can pursue their own interests and goals. Contrary to that, globalism exposes nations to the uncertainties and dangers of the complex and chaotic world as well as creates conflicts and tensions among nations. The nations according to the ideology of globalism also have to rely on the cooperation and goodwill of others as nations compete over scarce resources and markets. In political terms, the mindset of nationalism favors the success of one's country whereas the mindset of globalism favors the overall success of the world.

Conclusion

In conclusion, nationalism and globalism are two terms and mindsets that describe different economic and political views on the world. The former mindset, nationalism, is the idea that one's own nation is superior to other nations and should be prioritized over global interests whereas the latter term, globalism, is the mindset that the world is interconnected and that integration among different peoples, nations, and cultures is beneficial for every individual. Thus, the idea of nationalism is better for the World than globalism as it protects the diversity, uniqueness, and stability of a nation. It is a positive and forward-looking ideology, unlike globalism which is a destructive ideology that erodes the identity and culture of nations. So, nationalism is the true path to global prosperity and peace, unlike globalism which creates a sense of fragmentation among people of nations and exposes nations to threats from an unpredictable world.

Assume you are a consultant. Choose any industry that interests you. (ex. Consulting in the Technology industry, or consulting in Banking, etc.) The US consulting company you work for wants to expand to somewhere in Europe. Currently, the company only has staff in San Diego

and NYC. They have given you two years from today to: A) pick a country; B) hire 15 consultants and C) get some strong results. How would you go about doing this? Give specific examples.

Assuming that I am a consultant in the US consulting company in the technology industry and that I want to help my US-based company expand to Europe, I would approach the task by first choosing a country. There are multi-dimensional aspects and a wide range of factors to consider when picking a country to start and expand the business in Europe. The factors may include market demand and market size, cultural compatibility, the availability of talent, the cost of talent, the compatibility of language, the ease of doing business, geopolitical stability, tax demand, and the legal environment.

Picking the Country

Based on these criteria, I think that Ireland would be the best country to start and expand the consulting business in Europe. I have chosen this country out of all the countries of Europe because Ireland has a large and growing market for technology consulting services. This country is home to many multi-functional tech companies such as Apple, Amazon, Google, Microsoft, and Facebook, which makes Ireland a great deal to start with. Also, the country has a strong local tech ecosystem with many incubators, startups, and accelerators in the field of business. Moreover, Ireland has a pool of educated and skilled talent and has a competitive labor cost as compared to other countries in Europe.

Ireland has a young population with diverse skillsets and talents. Irish people have a good reputation for creativity and innovation because of their high-quality education system across the country. The country also has a high degree of language and cultural compatibility with the United States as Ireland and the United States share the same language which is English, although there are some differences in the way English is spoken in both countries. Furthermore, Ireland shares strong historical and cultural ties with the United States such as family values and patriotism despite clear differences in political views and social norms. The Republic of Ireland and the United States of America are democratic and are both proud of their national identity and cultural heritage.

The potential reason why Ireland would be a prospective country to start a consulting business is that the country ranks high on the ease of doing business index because the pro-business government of Ireland supports foreign investors and offers various incentives. The first attraction for doing business in Ireland is perhaps the fact that it is so easy compared to most of the European countries. The Republic of Ireland has a simple and transparent regulatory framework and a similar legal system to the United States that allows a low corporate tax of approximately 12.5% for businesses. In addition, the fact that Ireland is a strategic location as a gateway to the European Union makes it more

appealing for consulting businesses because due to the EU, Ireland provides access to a large market of over 500 million consumers (O'Leary, 1997).

Hire 15 Consultants

Ireland has a highly skilled and well-educated workforce and a strong reputation for innovation and excellence in the workforce which would help me hire 15 consultants in Ireland of extraordinary educational backgrounds and good skill sets. I would use a combination of different methods such as attending tech conferences, posting job ads, leveraging referrals, hiring a local recruitment agency in Ireland, sponsoring local meetups, partnering with local universities and training centers, and attracting potential candidates who have a deep knowledge of the local market through offering incentives. To begin with, I will attend local events such as tech conferences, career fairs, and meetups to filter potential candidates who have respective educational backgrounds, tech knowledge, training, and workforce experiences. Sponsoring such events will also help attract potential individuals as well as showcase the US-based consulting company's brand and value proposition.

Furthermore, posting job advertisements in local newspapers and on digital platforms such as IrishJobs, Indeed, Glassdoor, and LinkedIn targets the relevant audience for technology consultancy roles. In addition, partnering with local institutes, universities, training centers, and consultancy agencies that offer and provide courses and programs related to technology consultancy will also help target potential individuals for the company. For instance, institutes including University College Dublin, Code Institute, Dublin Institute of Technology, and Trinity College Dublin are the potential places from where I along with my team can engage with students, faculty, and alumni to attract talent related to technology consulting.

Leveraging recommendations from existing employees in the companies based in San Francisco and NYC as well as grasping support and referrals from partners, clients, and contacts in the existing companies who can provide introductions to qualified and skilled candidates and can vouch for tech consultancy company's culture, reputation, expansion, and success in Ireland. This could be effectively managed if I hire a local recruitment agency such as Hays or CPL that specializes in technology consultancy. These agencies would help the company to recruit a large network of target candidates who have a deep knowledge of technology consultancy as well as respective skill sets that are required in the local market. Collectively, all these methods would help me hire approximately 15 consultants for the new US-based company in Ireland to start a consulting business in Europe.

To Get Strong Results

While I am done picking Ireland as a potential country to start a consulting business in the European realm and hiring 15 consultants for the US-based company in the beginning, I would like to focus on some crucial aspects to get strong results in the Republic of Ireland in terms of technology consultancy business. First of all, I will build and maintain a diverse and strong team of consultants by

providing them with a clear checklist of their roles and responsibilities in the company. This would be achieved through a collaborative and supportive work environment where hired consultants will be provided with recognition and constant feedback through diverse learning and development opportunities.

Second, I will deliver high-quality and value-added services to the existing as well as newly hired consultants in the company to ensure customer satisfaction and loyalty as the company fosters its progress and success in Ireland. I will provide consultants with tailored and innovative solutions to effective consultancy by understanding their needs and challenges in the local market of technology and consultancy. Third, an effective and strategic marketing and sales plan will be developed, executed, and provided to the consultants so that they can identify and segment the target audience in the local market.

In addition, managing and optimizing the financial plan of the company by reducing and controlling costs, ensuring risk management, and diversifying as well as increasing revenue will help set key performance indicators for the US-based company in Ireland. The marketing plan in addition to optimizing operational performance will allow consultants to create and communicate a differentiated value-proposition marketing plan to nurture long-term and efficient relationships with consumers of the services in the local market of Ireland. The plan will potentially generate and convert leads in the technology consultancy market which would help the company make its place and prosper in Ireland.

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