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International Impact of the Walt Disney Company

Business acquisition is established as one great strategic perspective adopted by business corporations to enhance the overall growth of the business. The organization of Walt Disney is recognized as an influential name when it comes to the exploration of successful acquisitions around the globe (Winseck, p. 36). Walt Disney expands its global business by adopting the option of acquiring different forms of businesses in different countries. It is worthy to critically examine the exercise of foreign acquisitions adopted by Walt Disney to enhance its approach of global business.

The approach of acquisition adopted by the organization in many different forms with the motivation of business expansion at a global level. Undoubtedly, the business instrument of acquisition is successfully utilized by the management of the organization to get benefits from the strengths of acquired organizations and increase its global position. Acquisition of Lucasfilm Ltd. by Disney is one significant example to explore the strategic aim of the organization to enhance its perspective of branded content and the utilization of advanced technologies at the global level (Schou, para. 3). Acquisition of Hungama TV from UTV Software Communications Limited is another example of successful acquisition by the organization of Walt Disney at the global level. The main objective of this form of consideration is to increase the viewership at a worldwide level. Development of theme parks at a global level is another strategic move adopted by Disney in different countries of the world. In 1982, the theme park was established by Disney in Japan that is established as the first theme park outside the United States of America. Successful examples of the phenomenon of acquisition considered by Disney indicate its overall progress and growing impact at the global level (Ritzer, p. 13). International marketing opportunities are successfully utilized by the company to expand its market share at the global level.

Finally, it is crucial to indicate the growing impact of Walt Disney acquisition in the forms of increasing profit level and dramatic change in the overall cultural perspective at the international level. The business perspective of local communities is greatly influenced by the involvement of Walt Disney as an international organization. The existence of Disney in different countries eventually change the existing paradigms of cultural products and values (Appadurai, p. 296). Local consumers are greatly influenced by the international horizon that appeared in the form of the phenomenon of hybridity.

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