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International Marketing: International marketing is the export, franchising, licensing or full direct entry of a marketing organization into another country. This can be achieved by exporting a company's product into another country; entry through franchising or licensing in the target country; or direct investment in a foreign country.

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kotler Marketing management chapter 4.PPT

Written with a real world perspective and teaches from a practitioner's approach to international marketing. Current Data and World Events The revised Eleventh edition includes up-to-date data and references current examples of issues faced by global marketers.

International Marketing, 11e - Terpstra, Foley, Sarathy

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6 What is Logistics? {Definition of supply chain managementzSupply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. zimportantly, it also includes coordination and collaboration with channel partners, which can be suppliers,

Chapter 1 Introduction to International Logistics

1. A study of consumer behavior should emphasize this particular perspective. a. cultural b. psychological c. social d. all of the above . 2. The unit of analysis of this discipline is the group.

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6 PART I.INTERNATIONAL MARKETING IN THE WORLD ECONOMIC ENVIRONMENT SECTION 1. THEORETICAL FOUNDATIONS OF INTERNATIONAL MARKETING 1.1. Background of the formation and development of international

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Marketing is about identifying and meeting human and social needs. "meeting needs profitably." 2.The Scope of Marketing 1) What is Marketing? 6. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Kotler Keller - Marketing Management 15th edition, Chapter 01

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