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segmentation and the STP process. • List the characteristics and differences between market segmentation and product differentiation. • Explain consumer and business-to-business market segmentation. • Describe different targeting strategies. • Discuss the concept of positioning.

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Marketing edition...

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uses an extension of the techniques used in the home country of a firm. It refers to the firm-level marketing practices across the border including market identification ...

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Foreign Country Market intermediaries. The management of physical distribution of goods, Advertising and Branding, Grey Market goods.

International Marketing - CHDL

1.3 International Marketing Defined 1/8 1.4

The International Marketing Task 1/8 1.5

Environmental Adjustment Needed 1/14 1.6 Selfreference Criterion: An Obstacle 1/15 1.7

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delivers the intended value to chosen customers. Preparing an Integrated Marketing Plan and Program 21.

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and true or false questions to test your knowledge.

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Simply, the International Marketing is to undertake the marketing activities in more than one nation. It is often called as Global Marketing, i.e. designing the marketing mix (viz. Product, price, place, promotion) worldwide and customizing it according to the preferences of different nation people. The foremost decision that any company has to make is whether to go international or not, Page 16/20

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FIFTH EDITION INTERNATIONAL MARKETING STRATEGY ANALYSIS, DEVELOPMENT AND IMPLEMENTATION Doole-FM.qxp:Doole-FM 2/4/08 3:32 PM Page iii. International Marketing Strategy, 5th Edition Isobel Doole and Robin Lowe Publishing Director: John Yates Publisher: Jennifer Pegg Development Editor: Lucy Mills

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This textbook introduces students to the Page 18/20

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Ilkka Ronkainen, a leading expert in the
areas of international business and
marketing, has served on the faculty of The
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McDonough School of Business at Georgetown University for the past 20 years. In addition, he is the Director of the School of Business program in Hong Kong.

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