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8)

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Cagan (Product Guru \u0026amp;
author of Inspired) The scope and

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marketing Global Marketing and the Internet Part 2 ~~Global~~

~~Marketing Research Part 1~~ Global Marketing Keegan Questions And

E) pluralization of consumption

Answer: E Difficulty: 3:

Challenging Chapter LO: 7.1:

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Identify the variables that global marketers can use to segment global markets and give an example of each. AACSB: Application of knowledge 2) The efforts of global companies to reach low-income consumers in emerging markets highlight the

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importance of skillful global market segmentation and targeting.

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The forces affecting local integration and global marketing are (a) Multilateral Trade Agreements such as NAFTA which

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has expanded trade among the United States, Canada, and Mexico; (b) converging market needs and wants and the information revolution: the development of technology has a considerable impact on the market needs and wants; (c)

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transportation and communication improvements: the technology for transportation and communication is changing rapidly; (d) product development costs ...

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Global Marketing is the process of focusing the resources and objectives of a company on global marketing opportunities. It means widening the business horizons to encompass the world when scanning for opportunity and

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threat. This decision to entering new markets depends strongly on the company's resources, managerial mindset and the nature of opportunity and threat, which not every company is able to.

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