

Marketing

[Business](#), [Marketing](#)



List the " seven notions of innovation" a. XX b. Yves c. Xx d. Xx 2. Discuss the advantages and disadvantages of licensing. H. Xx 3. Name several of the factors that draw companies into the international arena. J, Xx 4. Discuss the three types of potential product-team structures and depict each graphically m.

XX o. Xx Case Study: . What are the three prongs of the social responsibility attack strategy embraced by some firms today? A. Proper legal responsibility b. Proper ethical responsibility c. Proper social responsibility 2. How would you describe proper socially responsible behavior? A. I would describe proper socially responsible behavior as behavior that takes into consideration the various ramifications of not adhering to the social values embodied by the global consumer society.

As the economy has become global, we must not only have social conscience to the local environment, but to the global environment. Marketers must realize that the Internet has brought an inure global customer base vary across the globe. Marketers should also be ethical in their marketing campaigns and not produce campaigns that outright " lie" about the value or benefits of a company's goods or services. I would also argue that companies should not hide behind the " fine print" in their marketing campaigns and practice proper legal responsibility for the benefit of the consumer.