

Definitions of marketing assignment

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World Trade Organization WTO. An international agency which encourages trade between member nations administers global trade agreements and resolves disputes when they arise. Definition of ' Trade Sanction' A trade penalty imposed by one nation onto one or more other nations. Sanctions can be unilateral, imposed by only one country on one other country, or multilateral, imposed by one or more countries on a number of different countries. Often allies will impose multilateral sanctions on their foes.

Definition of economic risk Economic risk can be described as the likelihood that an investment will be affected by macroeconomic conditions such as government regulation, exchange rates, or political stability, most commonly one in a foreign country. In other words, while financing a project, the risk that the output of the project will not produce adequate revenues for covering operating costs and repaying the debt obligations. Economic risk is, however, a nebulous term with various definitions.

In a nutshell, economic risk refers to the risk that a venture will be economically unsustainable, due to various reasons vitiating from an alteration in economic trends to fraudulent activities which ruin a project's outcome. Before starting with the projects, it is important to consider economic risk for determining the likelihood of potential risks being outweighed by the benefits. Definitions of Marketing By Kodiak need for companies to adapt to and anticipate changes in the business environment, I. A flexible strategy. The development of a corporate strategy involves establishing it is in, taking the environment in which it operates, its position in the marketplace, and the competition it faces into consideration; most times analyses through a SWOT.

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