Marketing and increasingly global market

Business, Marketing



Therefore, in this article I of this approach is to improve the likelihood of success in the marketing of international marketing standardization Is described. They want to compete In an Increasingly global market, because more and more companies in today's environment Is an International BIB was. So, just in a way that can be used for domestic firms will increase profitability. Additional areas of work, and two or more different countries and adjusting corporate marketing activities in the country to manage business operations comes the problem.

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