

## Global Marketing Seventh Edition Answers

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### Global Marketing Seventh Edition Answers

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### Textbook Answers | GradeSaver

The basic goal of marketing is appropriate in global context too but Marketing in global environment is different from general marketing approach. Global marketing demands modification of marketing goals to meet the local preferences of local population. For example, a marketing tactics to show grief by using a girl in black cloths may not work in regions like India where black clothes are not considered as a symbol of grief.

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### Chapter 16 Solutions | Global Marketing 9th Edition ...

In 2003, when the third edition of Global Marketing appeared, "low income" was defined as \$785 or less in per capita income. As shown in Table 2-4 of this chapter, \$995 is the current "low income" threshold.

### CHAPTER 2 THE GLOBAL ECONOMIC ENVIRONMENT

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