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Global marketing involves planning, producing, placing, and promoting a business' products or services in the worldwide market. There is significantly more to global marketing than simply selling goods and services internationally. It is the process of conceptualizing and subsequently conveying a final product or service globally.

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What is global marketing? Definition, meaning and examples

GLOBAL MARKETING offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written with the student in mind, the Third Edition features comprehensive coverage of current topics based on the authors' extensive research and consulting experience.

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