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there is a crossover between what is commonly expressed as international marketing and global Foreign Entry, Local Marketing, and Global Management

Strategies for entering and developing

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2.2 International marketing; 2.3 Global marketing; it is a must for the companies to simultaneously be responsive to local as well as global market entry

Assignment 3: entry plan into international market

Assignment 3: Entry Plan into International Market . Due Week 10 and worth 300 points (IMC) strategy to support global marketing operations.

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