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CHAPTER 8

GLOBAL MARKETING

CHAPTER OVERVIEW

Global trade now accounts for roughly 25 percent of the U.S. gross domestic product (GDP), compared with 10 percent 30 years ago. It takes the form of exporting (selling domestic goods and services abroad) as well as importing (purchasing foreign goods and services).

This chapter examines the global dimensions of marketing. Global marketing is now vital to a nation and to many businesses that want to expand and survive in a competitive marketplace. It expands markets, makes distribution economies possible, gives companies the opportunity to explore growth in other nations, and allows them to be less dependent on conditions at home.

Global trade also builds employment. The United Nations estimates that 82,000 transnational corporations are operating today, employing about 77 million workers directly and through subsidiaries. Many of these companies and their subsidiaries represent related party trade, which includes trade by U.S. companies with their subsidiaries overseas as well as trade by U.S. subsidiaries of foreign-owned firms with their parent companies.

To succeed in the global marketplace, today's marketers must answer questions such as: How do our products fit into a foreign market? How can we turn potential threats into opportunities? Which strategic alternatives will work in global markets? The answers can be found by studying techniques used by successful global marketers. This chapter considers the importance and characteristics of foreign markets. It then examines the international marketing environment, the trend toward multinational economic integration, and the steps that firms take to enter the global marketplace. The importance of developing a global marketing mix is discussed in the background of increased buying power of foreign consumers. The chapter closes with a look at the U.S. as a target market for foreign marketers.

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