

Chapter 1

The Scope and Challenge of International Marketing

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Learning Objectives

- 1-1 The benefits of international markets
- 1-2 The changing face of U.S. business
- 1-3 The scope of the international marketing task
- 1-4 The importance of the self-reference criterion (SRC) in international marketing
- 1-5 The increasing importance of global awareness
- 1-6 The progression of becoming a global marketer

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Global Commerce Causes Peace 1 of 3

Global commerce thrives during peacetime

Economic boom in North America in late 1990s

The end of the Cold War

Opening former communist countries to world trading system

Chapter 1the Media Answers

Christian G. Meyer



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