



METADATA

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Abstract

Modern businesses face an environment of implementation of products, services and production factors that results in globalization. In this light, firstly the business activities of internationalization in a globalized world are analyzed. In particular, Marketing managers should not limit their horizon concerning their strategic decisions at their national borders, but also to consider the trends and developments in a globalized environment, and study the effects of international trade and foreign direct investments in their target markets. At the same time, they must investigate the purchasing behavior of consumers in each market, to formulate strategies tailored to local

needs of increasingly homogenous markets. These strategies are based on Marketing Information Systems, for both international trends and developments, as well as for future competitors and customers in foreign markets. Then, detailed decisions on marketing planning for business operating internationally are being presented. These decisions concern product strategies, pricing, distribution channels & logistics, and promotional and communication strategies for international markets. Finally, the analysis of the process of strategic planning and programming in International Marketing is being described, through the elaboration of an international strategic marketing plan.

