

## Chapter 1 : CSA in the Global Supermarket | Chelsea Green Publishing

*Global Foods Market is committed to bringing St. Louis the flavors of the world. We have difficult to find foods, products, and drinks from all over the globe.*

Worldwide competition[ edit ] One of the product categories in which global competition has been easy to track in U. The increasing intensity of competition in global markets is a challenge facing companies at all stages of development in international markets. As markets open up, and become more integrated, the pace of change accelerates, technology shrinks distances between markets and reduces the scale advantages of large firms, new sources of competition emerge, and competitive pressures mount at all levels of the organization. Also, the threat of competition from companies in countries such as India , China , Malaysia , and Brazil is on the rise, as their own domestic markets are opening up to foreign competition, stimulating awareness of international market opportunities and of the need to be internationally competitive. Companies which previously focused on protected domestic markets are entering into markets in other countries, creating new sources of competition, often targeted to price-sensitive market segments. Not only is competition intensifying for all firms regardless of their degree of global market involvement, but the basis for competition is changing. Competition continues to be market-based and ultimately relies on delivering superior value to consumers. However, success in global markets depends on knowledge accumulation and deployment. While the following does not apply to all companies, it does apply to most companies that begin as domestic-only companies. Local regions or national boundaries no longer restricted to the competitive forces. Hence, international marketing skills are an important ingredient for every company, whether or not it is currently involved in exporting the activities for the endorsement of the brand or the company. The internationalized marketplace has been transformed very quickly in recent years by shifts in trading techniques, standards and practices. These changes have been reinforced and retained by new technologies and evolving the economic relationships between the companies and the organizations which are working for the trade across the globe. This assignment project work is just an attempt to get integrate these developments and attempts in the field of the market journalism into the burgeoning literature on international marketing process as well as on recent research findings on the International marketing. The research emphasis within the subject has evolved alongside changes in the stress given to key aspects of international trade market. The pre-occupation of early researchers with exports and selling is being replaced by a more balanced view which gives increasing weight to other aspects of international marketing such as licensing, joint ventures, and overseas subsidiaries. In effect, the traditional ethnocentric conceptual view of international marketing trade is being counterbalanced by a more accurate global view of markets. This process of change is tracked in this paper and the growing importance of a strategic and organizational approach to international marketing is emphasized in this article theory. Focused attention is paid to the heterogeneous nature of international marketing process. The diversity of the globalized situations is matched by the variety of enterprises which play a vital part in the marketing exploration process. There is also explanation focuses on the matching of the available company resources and marketing goals in successful international marketing trade. The concept which unveils the paper brings out the importance of effective marketing procedures to success in international markets and trade over the international markets. A company marketing only within its national boundaries only has to consider domestic competition. Even if that competition includes companies from foreign markets, it still only has to focus on the competition that exists in its home market. Products and services are developed for customers in the home market without thought of how the product or service could be used in other markets. All marketing decisions are made at headquarters. The biggest obstacle these marketers face is being blindsided by emerging global marketers. Because domestic marketers do not generally focus on the changes in the global marketplace, they may not be aware of a potential competitor who is a market leader on three continents until they simultaneously open 20 stores in the Northeastern U. These marketers can be considered ethnocentric as they are most concerned with how they are perceived in their home country. The domestic market is a large market that every nation needs. These markets are all restricted to be under control of certain boundaries in that

company or country. This type of marketing is the type of marketing that takes place in the headquarters. In domestic markets it helps reduce the cost of competition. By reducing competition the company has a better shot of being more successful in the long run. A firm operating in a domestic market also gets the opportunity to operate in different areas and this gives the company an opportunity to have bigger markets to advertise to. Even in domestic markets, businesses are still trying to trade with each other to promote their business to other businesses in the area. An advantage to marketing domestically is that the firm may be entitled to tax benefits for offering jobs to the nation and for giving people opportunities for work. A firm that markets domestically helps countries by offering more jobs, bringing in additional business to the market and stimulates trading within the market. The global firm retains the capability, reach, knowledge, staff, skills, insights, and expertise to deliver value to customers worldwide. The firm understands the requirement to service customers locally with global standard solutions or products, and localizes that product as required to maintain an optimal balance of cost, efficiency, customization and localization in a control-customization continuum to best meet local, national and global requirements to position itself against or with competitors, partners, alliances, substitutes and defend against new global and local market entrants per country, region or city. The firm will price its products appropriately worldwide, nationally and locally, and promote, deliver access and information to its customers in the most cost-effective way. The firm also needs to understand, research, measure and develop loyalty for its brand and global brand equity stay on brand for the long term. At this level, global marketing and global branding are integrated. In establishing a global brand, the brand proposition functional benefits, emotional benefits and self-expressive benefits are identified, localized and streamlined to be consistent with a local, national, international and global point of view. The brand developed needs to be credible. Elements of the global marketing[ edit ] Not only do standard marketing approaches, strategies, tactics and processes apply, global marketing requires an understanding of global finance, global operations and distribution, government relations, global human capital management and resource allocation, distributed technology development and management, global business logic, interfirm and global competitiveness, exporting, joint ventures, foreign direct investments and global risk management. Ultimately, at the global marketing level, a company trying to speak with one voice is faced with many challenges when creating a worldwide marketing plan. Unless a company holds the same position against its competition in all markets market leader, low cost, etc. Product[ edit ] A global company is one that can create a single product and only have to tweak elements for different markets. For example, Coca-Cola uses two formulas one with sugar, one with corn syrup for all markets. The product packaging in every country incorporates the contour bottle design and the dynamic ribbon in some way, shape, or form. Luxury products, high-tech products, and new innovations are the most common products in the global marketplace. Price[ edit ] Price will always vary from market to market. Price is affected by many variables: Whether this product is considered the high-end, expensive choice, the economical, low-cost choice, or something in-between helps determine the price point. Place[ edit ] How the product is distributed is also a country-by-country decision influenced by how the competition is being offered to the target market. Using Coca-Cola as an example again, not all cultures use vending machines. In the United States, beverages are sold by the pallet via warehouse stores. In India, this is not an option. For example, a high-end product would not want to be distributed via a dollar store in the United States. Conversely, a product promoted as the low-cost option in France would find limited success in a pricey boutique. The global corporation seeks to reduce costs, minimize redundancies in personnel and work, maximize speed of implementation, and to speak with one voice. If the goal of a global company is to send the same message worldwide , then delivering that message in a relevant, engaging, and cost-effective way is the challenge. Effective global advertising techniques do exist. The key is testing advertising ideas using a marketing research system proven to provide results that can be compared across countries. The ability to identify which elements or moments of an ad are contributing to that success is how economies of scale are maximized. Market research measures such as flow of attention , flow of emotion and branding moments provide insights into what is working in an ad in any country because the measures are based on visual, not verbal, elements of the ad. Advantages and Disadvantages[ edit ] The advantages of global market include: Economies of scale in production and distribution Lower marketing costs.

**Chapter 2 : Global Foods Market | Flavors of the World**

*Once upon a time many years ago, supermarkets didn't exist. People went to pharmacies and small stores that smelled of herbs and spices and mints. They'd prop themselves up on the counter and, shopping list in hand, calmly recite everything they required while the shop assistant collected.*

The following is adapted from *Sharing the Harvest*: I grew up in Croton-on-Hudson, New York, a bedroom suburb of New York City, raised by parents who were deeply committed to the struggle for world peace and economic justice. They were city people through and through, as were my grandparents. No one even gardened, but at the dinner table we had long, disturbing conversations about world politics, hunger, malnutrition, and inequality. A few miles up the Hudson, the government stored millions of tons of surplus grain in cargo ships anchored along the shore. Playing hooky from school, I sometimes drove along the scenic river and puzzled over those hulking gray vessels. The irrationality of the food system seemed unfathomable. After forty-five years and a lot of travel, reading, and thinking, I see some pieces of the picture starting to fall into place. Food is basic to human existence. We can go a day or two, even a week, without eating; most people worldwide, however, prefer at least one daily meal. In cooperation with the forces of nature, farmers and gardeners actually create wealth. For most of human history, human beings have not taken their food supply for granted and have regarded the creation of food as a sacred act, surrounding it with rituals of blessing and expressions of gratitude to the Earth or the gods or God. Growing food is the most basic use of the natural resources of the Earth, and through food production, we make our own working landscapes, ranging from patchworks of tiny gardens with diverse plantings to vast fields of single crops. How each society or nation produces and distributes food in large measure determines its identity. At Farm Bureau meetings, Cornell annual agricultural economy updates, and New York Agricultural Society gatherings, I have heard farm and food industry leaders say that the U. Not only do American farmers feed the growing population of this country, but they keep the rest of the world from starving as well. The library of genetic information is doubling every twelve to twenty-four months: Genetically engineered crops will, it is claimed, resist pests, requiring fewer applications of pesticides, and will assimilate nutrients more efficiently, reducing the need for fertilizers. Armed with scanning feedback devices providing them with unparalleled amounts of intelligence on consumer finances and purchasing patterns, distributors will become the market coordinators of the domestic and global food systems. How does this upbeat presentation fit with some of the other realities of our food supply? While I am impressed by the promise of global efficiency and technological innovation our food system leaders predict, I continually encounter evidence that the system they praise fails to provide adequate nourishment for large numbers of people, does not account for many environmental costs, and concentrates decisions over food in fewer and fewer hands. The stores in the developed world are well stocked with food, and there are no obvious shortages, yet the supply of food actually on hand in Northeastern cities would last only thirteen days should some emergency occur. The Rome Declaration, adopted by the United States and other countries at the World Food Summit, pledged that we would reduce the number of undernourished people by 50 percent by Yet a U. As drew to a close, a record 27,, people were using food stamps. The number of food banksâ€™community warehouses distributing salvaged and donated food to emergency food providersâ€™rose from 75 in to in , and the number of pounds of food distributed rose from 25 million in to 2 billion in On its Web site, Second Harvest reports that 23 million people, including 9 million children, rely on the emergency feeding programs their network serves. In the U. Conference of Mayors found that requests for emergency food assistance rose by 14 percent on average, increasing in 96 percent of the twenty-seven cities surveyed. Yet Congress has responded by reducing funding for food stamps! Within the memory of people still alive, fruits and vegetables grew on the outskirts of most major cities. Apple orchards blossomed in the Bronx. Since that time, urban, and then suburban, sprawl has paved over cropland and planted houses and highways where cabbages used to grow. The global food system plays economic hardball. A vicious speed-up has been going on in the countryside. In a farmer could support a family with a herd of twenty cows; today two hundred are needed to eke out a living. Increasingly large and specialized farms

produce basic commodities, yet rural areas no longer feed themselves. The state depends on such imports for essentially all of its vegetables and fruits. As recently as , one third of the population, some 32 million people, lived on farms. The Dust Bowl, the Depression, and World War II drove 9 million people off the land, but those major upheavals pale in significance compared with the decimation of the farming population that followed the restructuring of farm price supports in the s. In there were 7 million farms; by less than 2 percent of the population was left on only 2. Census Bureau announced it would stop counting them. Since that time the decline in farm numbers has slowed. The Census of Agriculture reported 2,, farms in and 2,, in African American farmers have been squeezed off the land even faster than white farmers. Particularly in the South, the discriminatory policies of government lending agencies and county agricultural boards dominated by white farmers compounded the economic pressures on all family-scale farms. In , one out of every seven farmers was black; in , the national Land Loss Fund indicated that African Americans counted for only one out of sixty-seven farmers and operated only 1 percent of the farms. Wherever there are farms within commuting distance of cities, development is eating up prime farmland at an accelerating rate. According to the National Agricultural Lands Study completed in , the United States was losing one million acres of prime cropland every year, or four square miles a day. Julia Freedgood of American Farmland Trust says that this rate of loss of three thousand acres a day continued through the s. Between and , Vermont lost seventy-three acres of farmland a day. In the s and s, New York State lost farms at the rate of twenty a week and farmland at the rate of one hundred thousand acres a year. The country lost 8 percent of its dairy farms in the years to The Census of Agriculture found Farmers have a saying: Farmers sell wholesale and buy retail. The terms of this deal get worse and worse. The index of prices farmers pay for seed, equipment, and other necessities has risen 23 per the farm gate have fallen 60 percent. The value of the basic commodities produced by farms is sinking: Between and , the wholesale price of milk fell by 11 percent, potatoes by 9 percent, fresh vegetables by 23 percent, and red meat by 37 percent. The complex and confusing federal system of loans, set-asides, loan deficiency payments, and the like has not resulted in prices that cover the cost of production on the farm. Let me give an example: Small surprise then that, farms all over the country are going out of business. In a little booklet published in , *The Loss of Our Family Farms*, Mark Ritchie, founder of the Institute for Agriculture and Trade Policy and recently elected secretary of state in Minnesota, asks whether this is the inevitable course of history or the result of conscious policies. Remarkably, in the years between the census reports of and , two size categories have actually grown. There are 33, more farms with ten to forty-nine acres and more with more than two thousand acres. But the farms in the middle dropped by ,, a decline of almost 29 percent. For every dollar that the family-run, middle-sized farms spend, they produce more income. Production expenses on the largest farms averaged 85 percent of gross sales, while the middle farms averaged only 72 percent. On organic CSA farms such as Peacework, production expenses are even lower, in the range of 40 to 50 percent of gross sales. Like Ritchie, Strange concluded that the obstacles to the survival of these farms come from public policy, not from poor farm management or a lack of efficiency.

## Chapter 3 : Global Marketing | What is Global Marketing?

*To find suitable Chinese suppliers for global buyers, GlobalMarket is dedicated to offering integrated sourcing solutions that include business matching, sourcing events, search engines, sourcing catalogues, exhibition tour, product express, logistics services and other sourcing consultancy.*

Until , Aldi stores accepted only cash since then, German stores have accepted domestic Girocard debit cards. All 4 major credit cards are accepted in the United States as of 1 March Electronic Benefit Transfer cards are also accepted in the United States. Aldi also aims to expand to about 2, stores in the United States by Aldi began testing grocery delivery in in select cities such as Atlanta, Georgia and Chicago, Illinois. Many of its products are own brands , with the number of other brands usually limited to a maximum of two for a given item. This increases sales for each article, and lets Aldi shops be smaller than stores with more brand choice. This practice let Aldi avoid price tags, even before the introduction of barcode scanners. On many of its own brands, if feasible, Aldi will place multiple barcodes on products to speed the check out process. In addition to its standard assortment, Aldi has weekly special offers, [60] some of them on more expensive products such as electronics, tools, appliances, or computers, usually from in-house electronics brand Medion and workzone [61] brand for tools. Discount items can include clothing, toys, flowers, and gifts. Specials have strict limits on quantities, and are for one week. Some US stores also sell alcoholic beverages mainly beer and wine where permitted by local and state laws. Advertising policy[ edit ] Aldi has a policy in Germany of not advertising, apart from a weekly newsletter of special prices called "Aldi informs" that is distributed in stores and by direct mail and often printed in local newspapers. It claims this is a cost saving that can be passed on to consumers. In Germany, Aldi has never used an external advertising agency. In Great Britain, print and television ads have appeared since May In Australia, television advertising is common and the current ads are listed on the Australian website. These ads were based on the positive results of taste-tests where the chain pitted its own products against common name-brand products. Supermarket of the Year

*Overview of the world's largest and most important stock market indices on a world map.*

BlockedUnblock FollowFollowing 2x founder. Working on making the sales world better and less stressful. Human behind People in Sales. Jan 21 How big is the global e-commerce market? E-commerce is not a homogenous thing. There are e-commerce companies and then there are marketplace sellers that sell on Amazon, eBay, Lazada, Mercadolibre, etc. Then, there are thousands of companies that use shopping carts but sell nothing that qualify them to be an e-commerce company – like a retired management consultant who built a couple of management templates and implemented a Magento site to sell them online! We have tackled these complexities for you. We are so far, the only data science-based predictive lead generation company focused solely on aggregating over a million e-commerce companies and insights about them. How do we estimate the number of e-commerce companies? Our database tracks about , e-commerce companies the best and largest database you can get in terms of cleanliness by looking at various sources. We built our own natural language processing and machine learning models to understand what each company does and bottom-up aggregate the insights. We partner with some of the capital market and firmographic data providers to get corporate revenue which is different from web revenue! The rest – technology usage data, fulfillment insights, SKU insights etc. In our estimate, there are between 2 million and 3 million e-commerce companies in the world excluding China. Which means, e-commerce by default means omni-channel. Pure-play is an exception. But, you must be wondering if we are right because Shopify alone claims that , companies use Shopify. If you look at BuiltWith, they claim that , sites use Shopify. In the same manner, if you look at Magento, there are , sites that use the platform, as per BuiltWith. If you ignore s of s of not exaggerating at all! Some of them ship adult toys and are hence, relevant to the fulfillment companies. This is because most data providers have classified e-commerce companies as a sub-set within retail and forced them into categories that fit into SIC or NAICS codes. Besides, the process traditionally has been manual, leading to interpretations or sometimes inadequacies of the person that tags them. PipeCandy has built a dictionary of sorts to discover items sold in each e-commerce company and classified them into logical merchandise categories. But only about half a million of them matter. For most of you, these are too small or just getting started. Global retail sales Vs. US retail sales Global e-commerce sales Vs. This estimate excludes travel, restaurants and event tickets. In , it was B Or about People will happily go and buy in Walmart and Kmart. Retail is the painkiller. E-commerce is the vitamin. How are they faring? How big are they? In the future, e-commerce will be dominated by marketplaces. In each one of them, e-commerce is owned by marketplaces. Of them, nearly 33 of them are marketplaces. So, if you are in e-commerce and want to be a billion dollar bay, you have to be a marketplace. So in the US, Amazon is e-commerce! The seller commission percentage for various marketplaces is here. Amazon has over 2M sellers worldwide. This is the ecosystem Amazon has powered. Did you like what you just read? Do us a favor by quoting our link if you are using these insights elsewhere. We have the cleanest and the most insightful data out in the market!

**Chapter 5 : Trump is clueless about the global market (Opinion) - CNN**

*Global Marketing. Explore the Strategy of Global Marketing. Only a few generations ago, it took months to ship products to a market in another country, and doing so was such a difficult undertaking that only huge trading companies were able to take the risk.*

Donald Trump and the Pursuit of Success " St. The opinions expressed in this commentary are his. He regularly brags about his education because Wharton is famous for its graduate programs in economics. Consider, for example, the issue of trade. With his tariff war threats, attacks on free trade agreements and more recent lambasting of the American motorcycle-maker Harley-Davidson , Trump has affirmed what many experts feared as he ran for president: The Europeans said that two can play the trade war game, proposing European tariffs that would hit Harley hard, and the American firm responded by announcing plans to make more bikes abroad in order to avoid tariffs and maintain sales. Read More With his sudden announcement of tariffs on foreign steel and aluminum, Trump acted on his decades-old belief that other countries take advantage of the United States in trade because prior presidents were weak leaders. He bypassed the kind of careful study that those same cautious presidents devoted to policy and confirmed that he is an abjectly poor student of economics. Did Trump know that the world has changed in the last few decades when he made comments about the automotive industry that would have made sense in the s? When considering a tariff on steel and aluminum, did he consider how prices would be affected by higher manufacturing costs incurred by US firms using these materials? Did he have a sense of how many jobs could be lost if these costs were to make manufacturing certain products in the United States an impracticality? Trump says tariffs will come off if new NAFTA deal is signed The negative consequences already arising from the trade wars Trump started could worsen if he follows through on threats to kill the North American Free Trade Agreement. Trump is using a hammer to deal with a fly -- attacking the whole sweeping open trade arrangement instead of seeking improvements that are widely supported. However, he should be able to get information on the pluses and minuses of trade from his commerce secretary, Wilbur Ross, or his trade adviser, Peter Navarro. They suggest that a solution would be increasing exports and reducing imports, but imports are not expendable commodities in an economy. To understand why, consider an oil-poor country that imports fuels to power its industries. The imports cause a trade deficit. But, as Vox points out , cutting them off would cause the entire economy to grind to a halt. In this imaginary scenario, as in the real world, imports are not the enemy of a healthy economy. As with so many issues, the balance of trade is not the simple matter the Trump team suggests it is. If Ross and Navarro are the masterminds behind the tariffs, then the president is listening to the wrong guys. Of course, he lost his best economic adviser, Gary Cohn, who worked in finance and seemed to at least understand that America exists in a truly global economy. In fact, the biggest risk Trump is taking as he bullies and alienates allies and rivals is that the world will move on without the United States. In fact, trends in the bond market have some on Wall Street quite worried about an impending recession. In the time since he took office, Trump has sought to take credit for good news on the economy when, one could argue, he was riding the momentum created by the policies of his predecessor. Should a downturn occur, Trump should logically shoulder the blame. I know, I know. Trump never accepts blame and is generally unmoved by logic. Voters, however, will surely ask: Is this how we make American great?

**Chapter 6 : How big is the global e-commerce market? – Hacker Noon**

*E-Commerce and the Global Market Words Apr 22nd, 8 Pages Electronic commerce (e-commerce) over the Internet is the fastest growing method for consumers to conduct business.*

People went to pharmacies and small stores that smelled of herbs and spices and mints. The assistant, who I like to imagine sporting a sumptuous moustache and an apron, would move with grace and panache from one shelf to another while preparing the shopping bags and effortlessly holding a pleasant conversation with his customer. And now cease your sentimentality and return to the well-ordered reality of the modern-day supermarket. Visualize yourself inside; aisles replete with every type of product imaginable, colors and logos and promises jostling for our attention, shopping carts veering off disobediently on helter-skelter trajectories, arbitrary beeps and tiny tanoys merging with the not-so-latest hits that have just slipped out of the charts, people in a hurry and people not in a hurry, inquisitively prodding every bit of glistening fruit! All these things are likely familiar to you regardless of where you are in the world right now. The same goes for the supermarket; you can get your authentic French bread or your genuine thick-crust Italian pizza just about anywhere. Somehow we expect a certain familiarity, a certain safety when we enter a foreign supermarket. We then developed an image of the truly globalized supermarket. You enter the global supermarket and the first thing you see is the fruit and vegetables. This puts you in a good mood by setting a tone of freshness, inviting you into the store. Only the checkout now lies between you and your freedom. There are nine people in the line. The man in front of you is German. Unfortunately, his team is hiding in their secret chillout area behind the bottle collection point. The English get uppity at the mere thought that some chancer might squeeze surreptitiously into a gap left by an inattentive day-dreamer. The checkout next door has now been opened. Outwardly imperturbable, inwardly distraught, he places his items in single file, respecting their inalienable right to personal space. The German, convinced he would escape from this consumerist hell more quickly in the express lane, has switched lines and is now standing, exasperated and dejected, behind the Swedish man. He glares longingly at the Warentrenner any idea what you call this item in English? The grocery bar, the checkout divider! we need a better name unable to put a single item down until zones of ownership have been clearly demarcated. The Englishman has finally arrived at the front of the checkout. He withdraws his fifteenth bag for life, and briefly considers the societal good he is performing by not using the self-service checkout. This is a protest against the mechanization of the workplace and an advocacy of human interaction. The cashier, who has just turned eighteen, has subverted the rules of diminutive pet names and provided ample reason for the continued mechanization of the workplace. Cashback always makes him feel special. All packed and ready to leave? Still in one piece? Now that you have an appreciation of the various manias of each nationality, however, you can consider yourself prepared for them all. Give Malcolm a wave and get ready for your next adventure: Want to learn another language?

Chapter 7 : Global marketing - Wikipedia

*The global games market will reach \$Bn in with mobile game revenues at \$ billion. PC games and console games will generate \$Bn and \$Bn, respectively. In total, digital game revenues will reach \$Bn, or 91% of the total market.*

Fortune Magazine Coca-Cola started selling internationally back in , and is now present in more than countries. In order to keep a consistent brand, Coke tastes the same in every region although outside of the United States, the recipe uses sugar instead of high-fructose corn syrup , but the size, shape, and labeling of the bottle are changed to match the norms in each country. While the company formerly used a standardized advertising approach, it has changed to adapt advertising messages to local culture. Additionally, it adjusts its product line-up to fit local tastes; including a number of additional beverage brands. Customers in Mexico can order a green chili cheeseburger, customers in Korea get to eat bulgogi burgers; and customers in many Arab countries can enjoy the McArabia, a grilled kofta sandwich on pita bread. Starbucks also adjusts their menu to fit local tastes. In Hong Kong, for example, they sell Dragon Dumplings. And as a global buyer of coffee, the company has long had a reputation for engaging local cultures according to their needs. In Japan, Kentucky Fried Chicken has managed to associate their product with Christmas, and every year Japanese line up around the block to get their KFC chicken on that day. For a non-American example of global marketing, consider Ahava, which started out as a tourist stand on the Dead Sea selling bottles of mud and salt from the renowned body of water. From this inauspicious start they developed a line of cosmetics, and after partnering with an American company that already has a global distribution network, their cosmetics are being sold in high-end department stores throughout the world. What kinds of customers does global marketing reach? A global company must be prepared to develop multiple profiles for each of the different regions it trades in. Depending on the product, customers can be reached nearly anywhere in the world. In order to do so, global companies may rely on local distribution networks; but as they grow in particular markets, they may establish their own networks. Companies attempting to enter new markets tend to start with heavily populated urban centers, before moving out to surrounding regions. Morgan, in a report for the Department of Commerce, estimated that only 27 percent of online shoppers speak English. Nonetheless, in Korea, 99 percent of those with Internet access shop online; in Germany and Japan, 97 percent. Thus, companies who wish to break into those markets need to not only create a good product and do what works stateside; they also need to immerse themselves in the language and culture of the international market they wish to break into. See also E-Commerce Marketing How is a global marketing campaign developed? When marketing products globally, companies must recognize that a marketing mix that works in the domestic market may not have the same success in another market. Differences in local competition may require a different pricing strategy. In some cases, it may be more profitable to produce things locally; in others, it may be cheaper to ship them in from across the globe. The Marketing Mix in Global Marketing Product “ Should the product stay the same in each market, or does it need to be adjusted to fit local tastes? Price “ Is a new pricing strategy required to deal with variations in local competition? Walmart, for example, discovered that several retailers in Germany already occupied their low-price niche. Placement “ How do customers in the locality make their purchases? Promotion “ Can your message reach across cultures? Are any unexpected responses due to cultural patterns? Partnerships with local businesses may be an important step in expanding into one market; while in another market, such partnerships might dilute the brand See also Local Marketing. The savvy global marketer must consider all these aspects of marketing in addition to the task of communicating cross-culturally. When promoting a product or brand globally, a company must make decisions regarding trade-offs between standard and local messages. A single message is cheaper to produce and maintains the consistency of the brand; but it may not perform well in some regions due to differences in cultural values or expectations. A global company must carefully research the various markets, and prepare to make adjustments to its product and messaging wherever required. Sometimes it even involves changing the packaging in America, Gerber baby food has a cute baby on the label to represent the brand, but in some countries shoppers expect the picture to represent the contents of the jar, and were appalled by the image. For example, how do you evaluate the work of someone

who has translated your company website? Is it a meaningful translation, or just full of buzz words? Additionally, marketers should personally visit their target markets, and spend time in them—even moving to them for a time. Here they can develop local contacts, as well as gain a deeper understanding about how business is conducted in the area. In Japan, for example, it is not enough just to speak Japanese; you must also conduct business the Japanese way. Learn what is valued culturally—and what is offensive. Developing, and respecting, the local business talent is also critical to global marketing. If you have an office in Hong Kong, for example, you want to make full use of talented Hong Kong Chinese professionals in your marketing, advertising, and distribution. Many companies have lost opportunities and alienated allies by having the attitude that as Americans, they automatically knew better than their foreign partners. What career titles work with global marketing strategies? What do they do? Marketing Manager Global or Internet Median annual pay:

### Chapter 8 : Global Market Indices | International Markets | Markets Insider

*The global stock market has seen modest gains so far this year, but that isn't necessarily good news for the global economy, as the gains are more than entirely attributable to just one market.*

### Chapter 9 : Aldi - Wikipedia

*a global experience at close to home Midtown Global Market is an internationally-themed public market with great food, cultural experiences and unique gifts. There is no better place in the Twin Cities to satisfy your senses.*