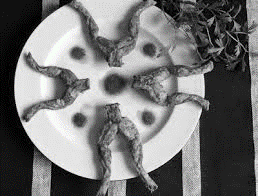


4.3.1 Marketing

Which of these products can be sold all over the world?





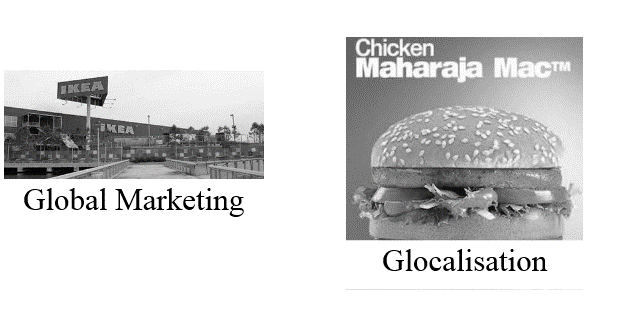












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Global brands



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Global marketing decisions



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Global marketing brand – Disney

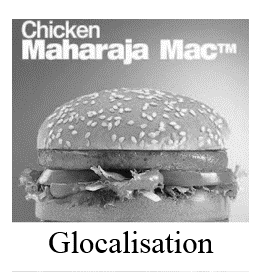


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Global marketing advantages and disadvantages

|  |  |
| --- | --- |
| Advantages | Disadvantages |
|  |  |



**Glocalisation defined**

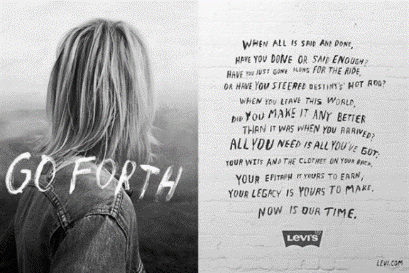
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Glocalisation and the local market

[](http://www.huffingtonpost.co.uk/april-xiaoyi-xu/to-what-extent-should-sta_b_4222328.html)

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Product

|  |  |
| --- | --- |
| Standardised | Adapted |
|  |  |



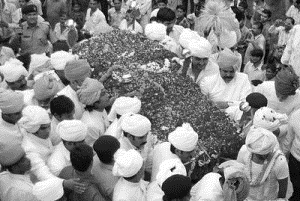
Place

|  |  |
| --- | --- |
| Standardised | Adapted |
|  |  |



Price

|  |  |
| --- | --- |
| Standardised | Adapted |
|  |  |



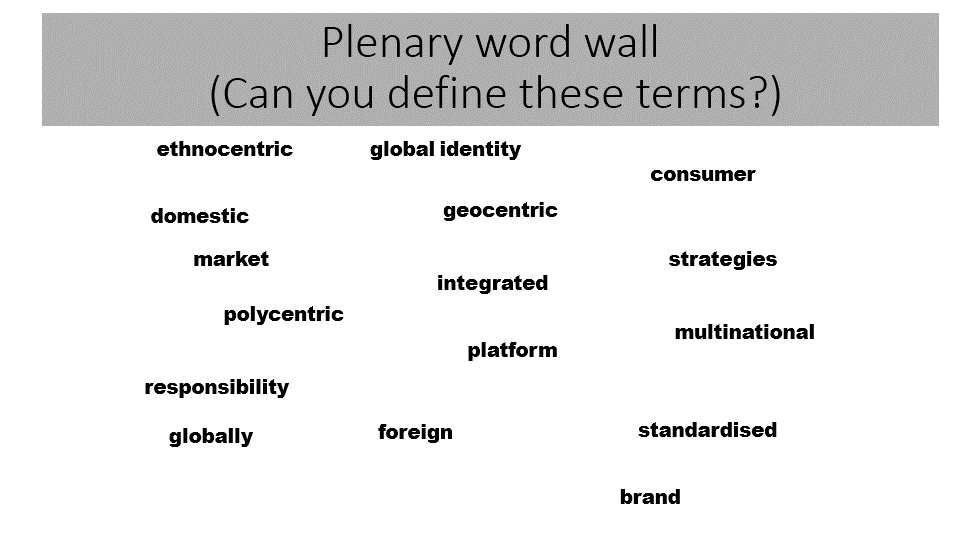
Promotion

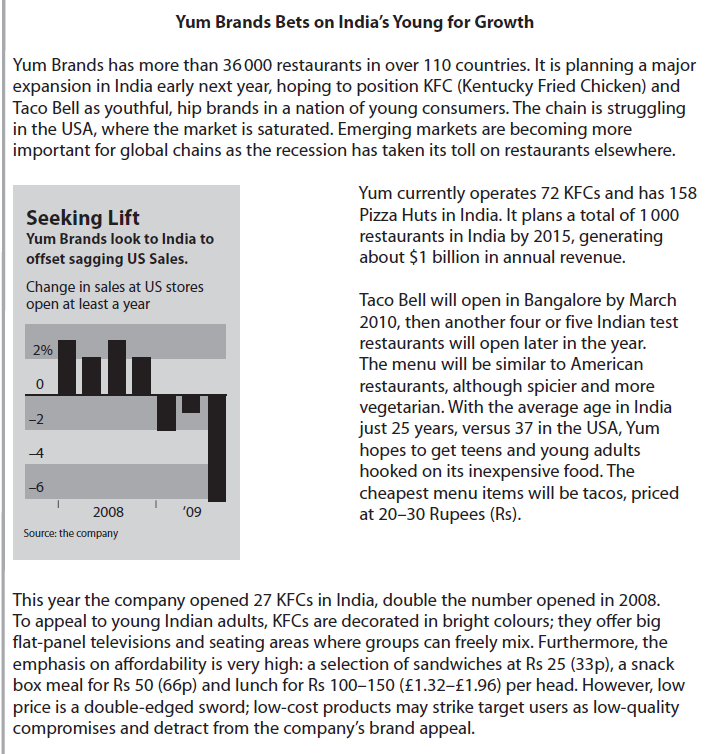
|  |  |
| --- | --- |
| Standardised | Adapted |
|  |  |

Application and adaptation of Ansoff’s matrix to global markets

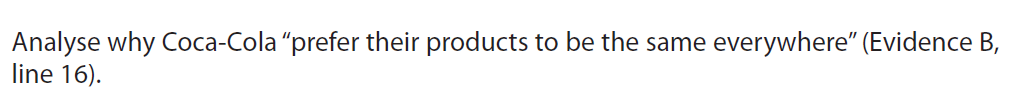
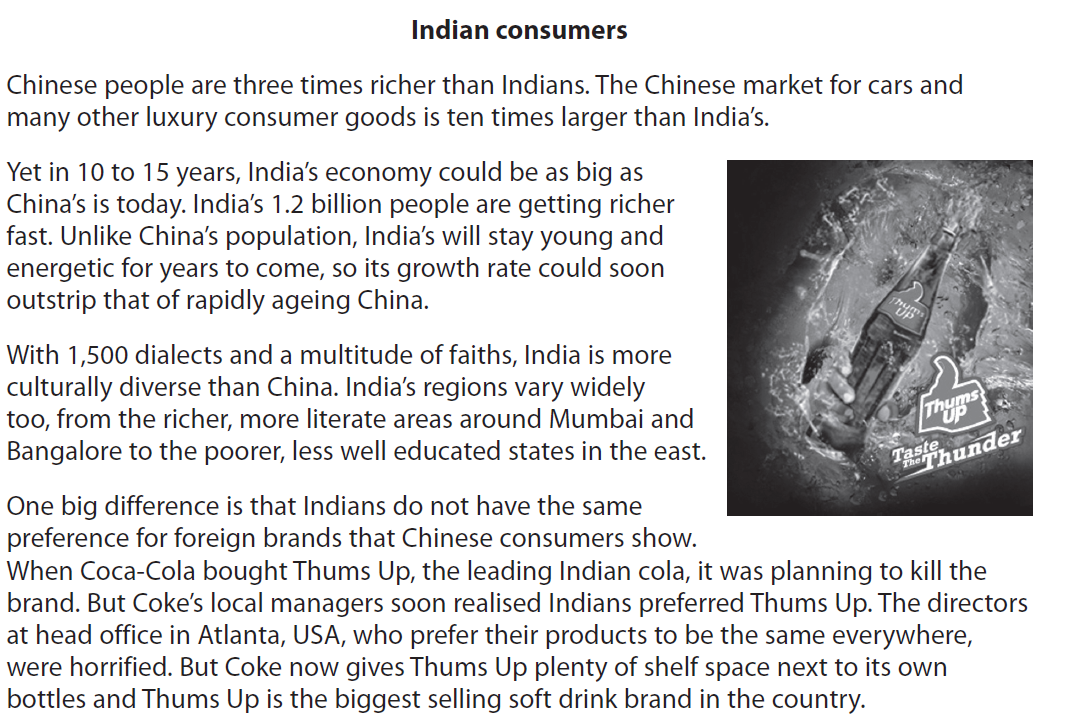
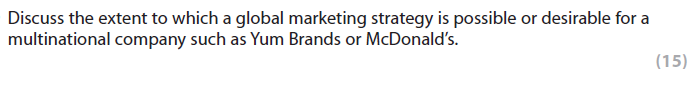
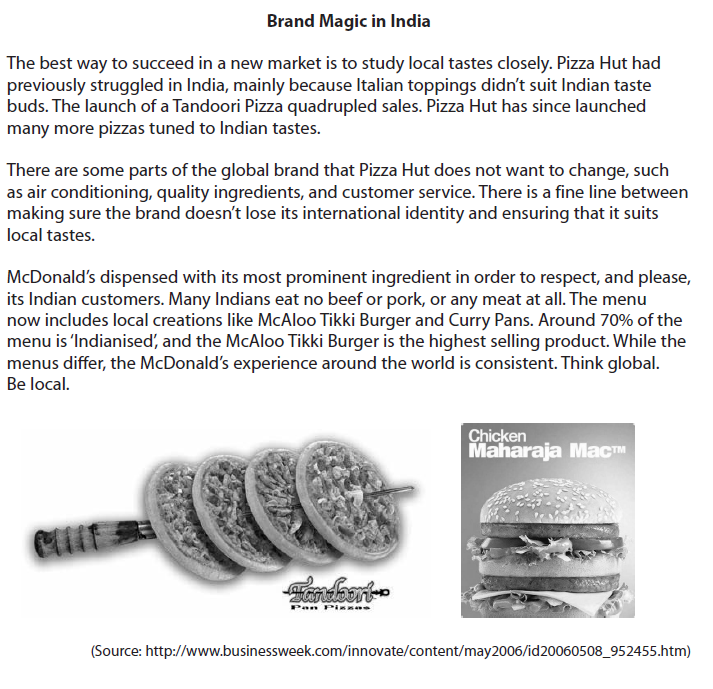
|  |  |
| --- | --- |
|  | 1. |
| 2. |
| 3. |
| 4. |

|  |  |  |
| --- | --- | --- |
|  | **Existing Product or Service** | **New Product or Service** |
| **Existing market** |  |  |
| **New Market** |  |  |





Case study continues with question on next page



[6]



