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International Marketing

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| **Across****4.** The 4 P's of Internatinal Marketing is also called Product \_\_\_\_\_\_\_\_\_\_\_\_**7.** most commonly used strategy where pricing is on a market-by-market basis**8.** encompassess all efforts of an international firm to enhance desirability of its prducts amoung buyers**10.** Another word used for Place in the last stage of marketing mix**11.** the communication channel used by the advertiser to convey a message**13.** How many market strategies are there | **Down****1.** the facts or impressions the advertiser wants to convey to potential customers**2.** The set of tangible factors that the consumer can see or touch**3.** it directly affects the size of the revenues earned by a firm**5.** The process of planning and executing the 4 P's of a good.**6.** a market that results when products are imported into a country legally but outside the normal channels of distrubution**9.** the strategy targeting specific types of products for certain customer groups or regions**12.** The 4 P's of marketing is also known as Marketing \_\_\_\_\_\_\_\_ |