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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 \_\_\_\_\_\_\_\_ |