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when it acquired majority stake in global (Hungary) only to become market leader ten years later in 2004; and its forays into Thailand in 1998 after acquiring Lotus - the local Thai food retailer in that country.

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Chapter 1
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Compassing Global

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You might have the best product in the world and be effective with a global marketing strategy, but eliminating local competition doesn't mean you'll eliminate international competition. You might be competing for a target market in China with a business down the block from you.

14 Pros and Cons of Global Marketing -

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**What is Global
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Definition ...

Competing in international markets involves important opportunities and daunting threats. The opportunities include access to new customers, lowering costs, and diversification of business risk. The threats include political risk, economic risk, and cultural risk.

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7.2 Advantages and Disadvantages of Competing in ...

Competing in a Global Market - What's Your Competitive Advantage? Tom

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When competing in a crowded market, you need to increase quality and delivery while keeping costs low - in short, reduce waste! ... Assistant

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customers, lowering costs, and diversification of business risk. The threats include political risk, economic risk, and cultural risk.

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other frequently in different national markets including home markets. For example, Coca Cola is the global rival of Pepsi, Boeing and Airbus. Though these companies compete with each other they create a global market.

Strategies for Competing in Global Markets

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