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Market activity has slowed materially. It is difficult to predict second half 2020 volume, though we do believe brokers have a solid pipeline of deals once markets stabilize. Select opportunistic trades from forced sellers may also be available in the 2nd quarter. While market uncertainty remains, a long-term perspective is critical.

Global Strategy Market Perspective

In global marketing, market segmentation becomes especially critical because of wide divergence in cross-border consumer needs and lifestyles. Once management has chosen its target segments, management needs to determine a competitive positioning strategy for its products.

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Relevant for strategic management courses as well as market management, this textbook synthesizes literature in the field of strategy and can be used at both the undergraduate and MBA levels. This edition's global perspective reflects the trend to integrate marketing throughout a company.

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Strategic Market Management: Global Perspectives

Global marketing is defined as the process of adjusting the marketing strategies of your company to adapt to the conditions of other countries. Of course, global marketing is more than selling your product or service globally. It is the full process of planning, creating, positioning, and promoting your products in a global market. Big businesses usually have offices abroad for countries they ...

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