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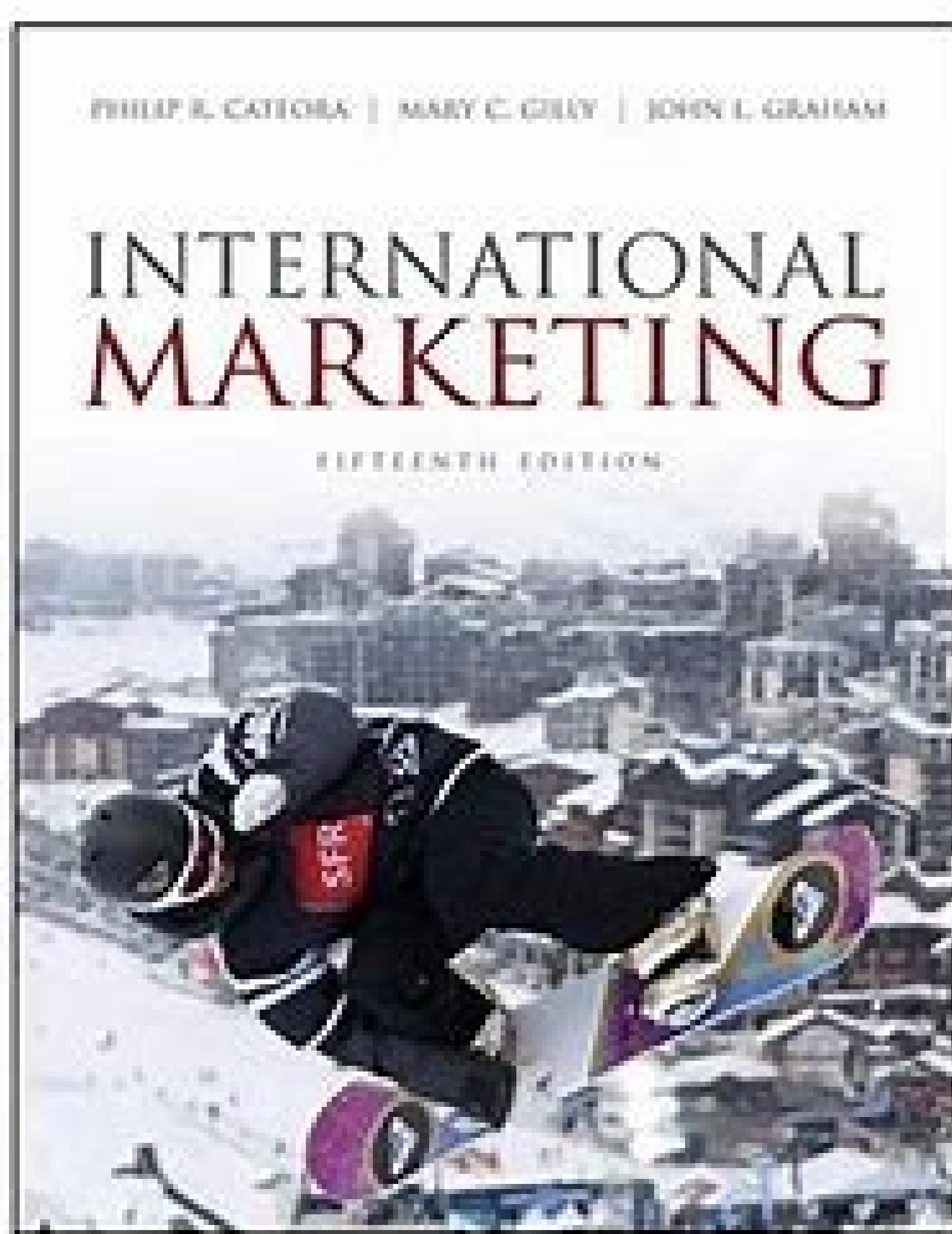
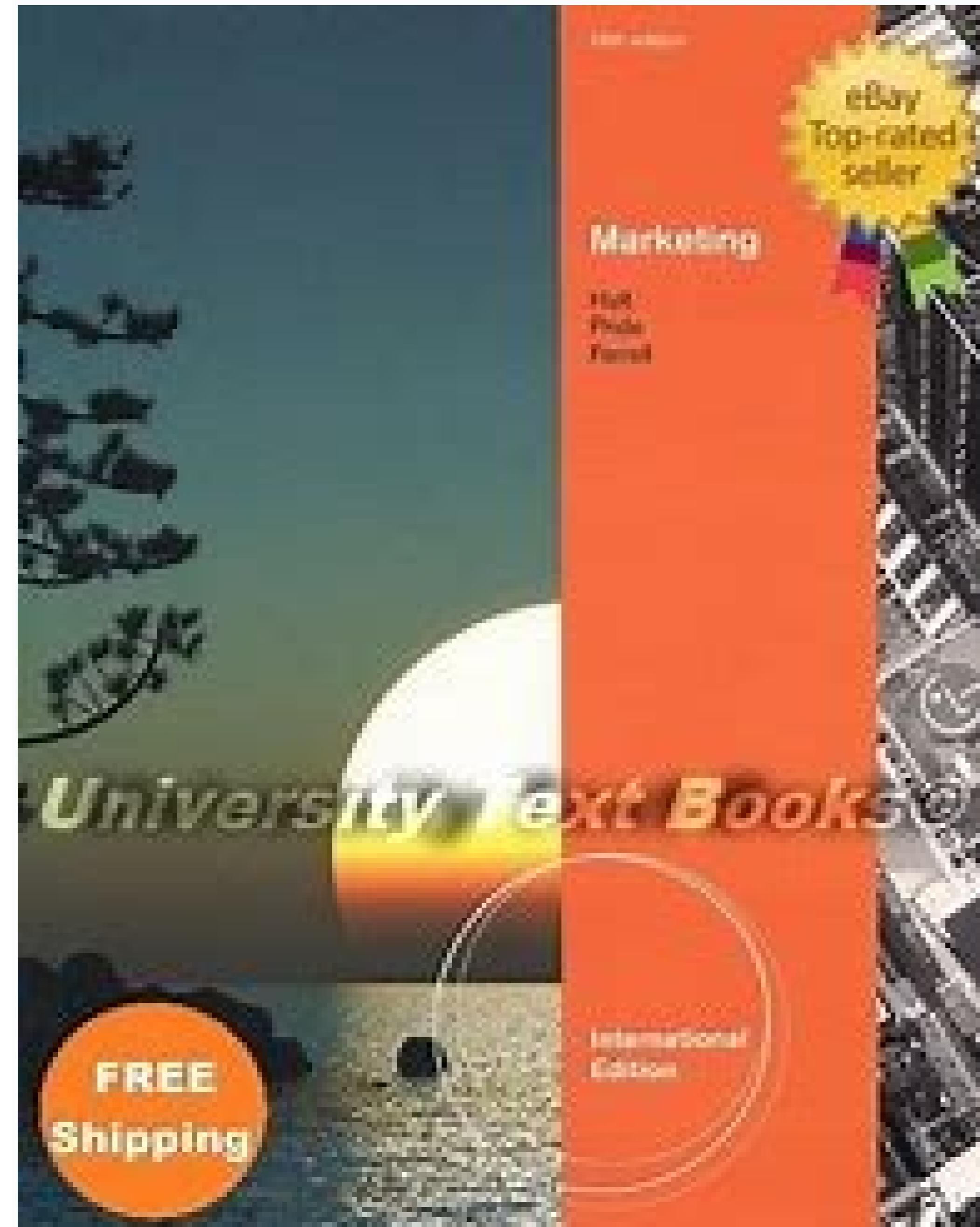


Next

11. What was the most significant regional impact of the Bretton Woods system prior to the United States?
A. European countries forced to convert the US dollar to a gold standard.
B. All major countries forced to convert the US dollar to a gold standard.
C. Purchase of US agricultural products reached a peak and was set by the US government.
D. Distribution of surplus power by political became third world.
E. Distribution of surplus power by political became third world.

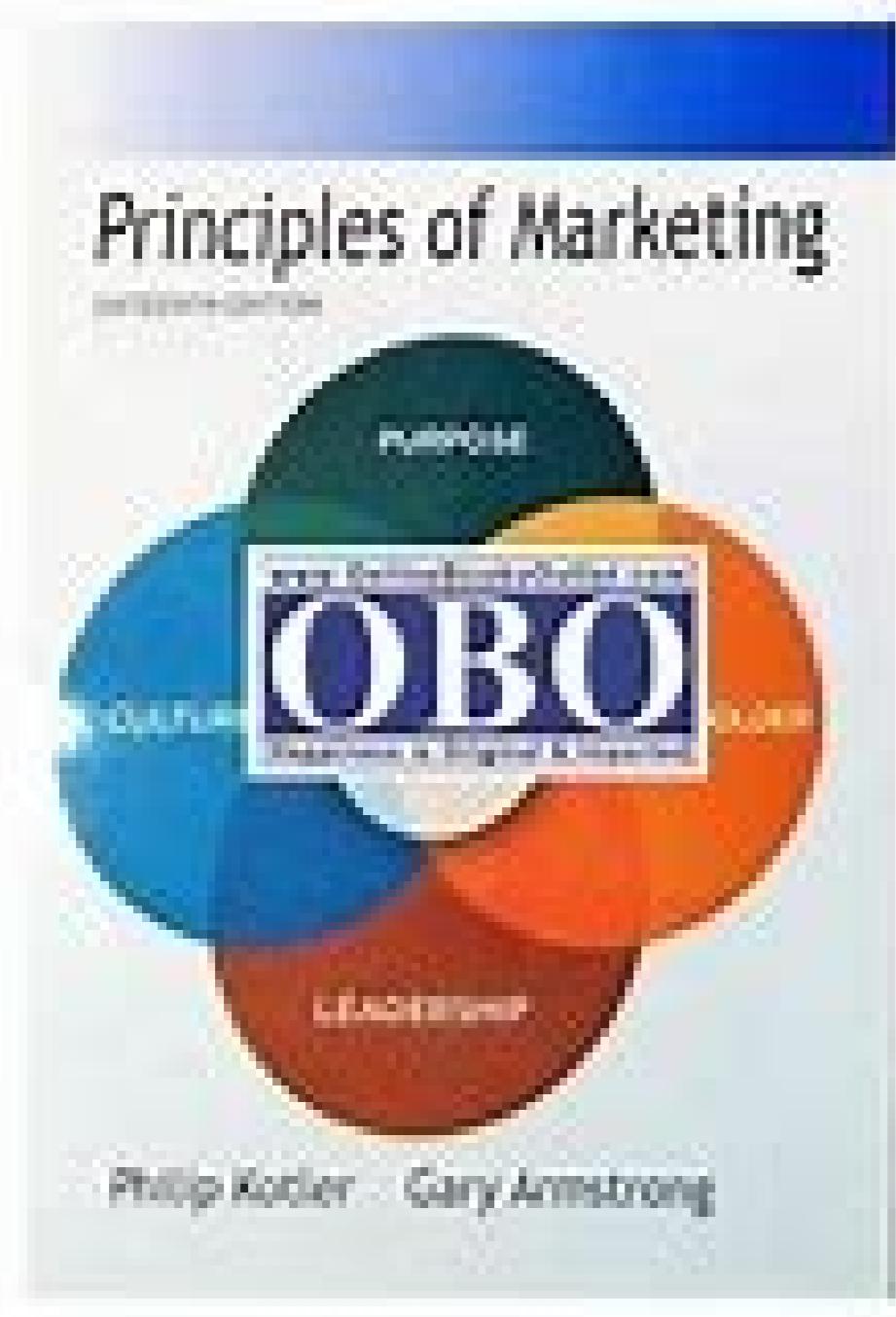
12. What is the primary responsibility for the use of production capacity in the United States?
A. Technological innovation and production during the 1960s.
B. Major firms in the United States are forced to convert to a gold standard.
C. Domestic firms are forced to convert to a gold standard.
D. Existing debt levels of the United States after World War II.
E. Influx of migrant labor from Europe and Asia.

13. What is the significance of the most significant event of the 1980s in international trade?
A. Formation of the United Nations Development Program.
B. Creation of the World Bank.
C. Establishment of the World Trade Organization.
D. Signing of the Maastricht Treaty.
E. Negotiation of the General Agreement on Tariffs and Trade.



INTERNATIONAL MARKETING

SIXTEENTH EDITION



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influences an international salesperson? Answer Given Aspects of the uncontrollable domestic environment include elements of the home country that may have a direct effect on the success of a foreign company: political and legal forces, economic climate and competition A political decision involving foreign policy can have a direct effect on the success of a company in the home country, international market The domestic economic climate is another important uncontrollable variable in the country with far-reaching effects on the competitive position of a company. The ability to invest in factories and facilities, whether in domestic or foreign markets, depends to a large extent on domestic economic vitality List the events or trends that have shaped international business beyond the potholes of today and into the future Answer Given Of all the events and trends that affect global business today, four stand out as the most dynamic, those that will influence the shape of international business in the future They are: (1) the rapid growth of the World Trade Organization; (2) the trend towards acceptance of the (3) the growing impact of the Internet and other global media on the dissolution of national borders; and, (4) the mandate to properly manage resources and the global environment for future generations, is more difficult than that of the domestic seller? Answer Given The task of the international marketer is more complicated than that of the domestic marketer, as the international marketer must deal with at least two of uncontrollable uncertainty instead of one Uncertainty is created by the uncontrollable elements of all business environments, but each foreign country in which a company operates adds its own set of uncontrollables Foreign marketing is the "regular phase of foreign marketing" Answer Given In the "regular phase of foreign marketing", the company has permanent productive capacity dedicated to the production of goods and services that are traded in foreign markets. In addition to the regular national benefits to a situation in which the company goes on to depend on foreign sales and benefits to achieve its objectives Show how the «foreign status» of a company amplifies political and legal problems Who faces the company in a foreign market? Answer Given that the political and legal issues facing a company abroad are often amplified by the «foreign status» of the company, which increases the difficulty of adequately evaluating and forecasting the dynamics of business climate INTERNATIONAL The foreign status of a foreign company has two dimensions: it is alien in the sense that foreigners control the company and culture of welcome countries is foreign to management Political activists can obtain support by defending the expulsion of "foreign operators", often with open or challenging approval of authorities Example, how national competition affects the perspectives of an international seller? Answer Given the competition within the country of origin can have a deep effect on the basis of international marketing, the example can suddenly change for more than a century Eastman Kodak dominated the US film market and could depend on it. But when the objective market provides capital to compete with the competition of the US market competition, its country of origin affects a company's national and international place of origin marketing How is national marketing different? Answer Given since international marketing is the realization of commercial activities designed to plan, set prices, promote and direct the flow of goods and services from a company. The only difference between the definitions of national and international marketing is that in the latter case, marketing activities are carried out in more than one country How can a manager build a marketing program designed to optimally adapt to the uncertainty of the business climate? Response Given Assuming the resources, structures and global competencies needed to limit or promote strategic choice, the marketing manager combines pricing, products, promotion, distribution channels and research to capitalize on anticipated demand These controllable elements can be modified over the long term and usually in the short term to adapt to changing conditions in the market, market, consumer tastes or corporate objectives, in international marketing? Answer Given The main obstacles to success in international marketing are the criterion of self-referencing of people and an associated ethnocentrism The SRC is an unconscious reference to one's own cultural values, experiences and knowledge as a basic for decision-making Ethnocentrism is closely related, i.e. the harm that the people of the company itself Ethnocentrism is often a problem when managers from rich countries work with managers and markets from less prosperous countries Both the SRC and ethnocentrism prevent a foreign market from being valued in its true light To avoid mistakes in business decisions, it is necessary to carry out an analysis List the four steps that make up the framework for such analysis Answer Given The steps are: (1) defining the problem or business goal in the cultural traits, habits or norms of the country of origin; (2) defining the problem or business goal in the cultural traits, habits or norms of the country of origin; (3) isolate the influence of the SRC on the problem and examine it carefully to see how it complicates the problem; and, (4) redefine the problem without the influence of the SRC and solve the situation of the optimal business objectives ... the stage of international marketing participation B of marketing frequent B of marketing in Global marketing, d normal, direct foreign marketing, Mary... 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