International Marketing

Global trends in International business, India's role in the international trade

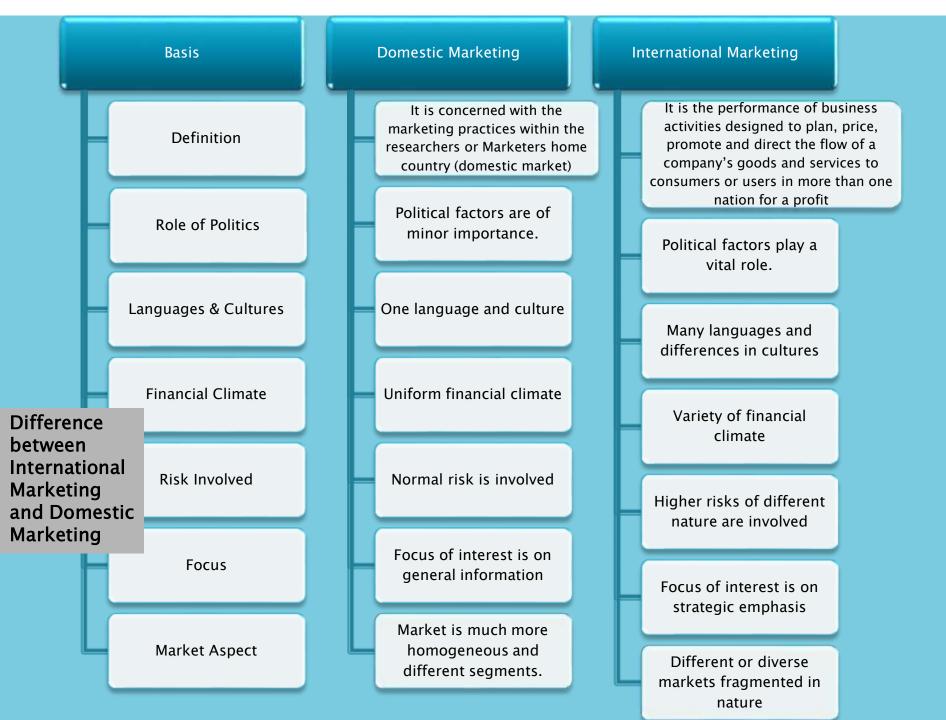


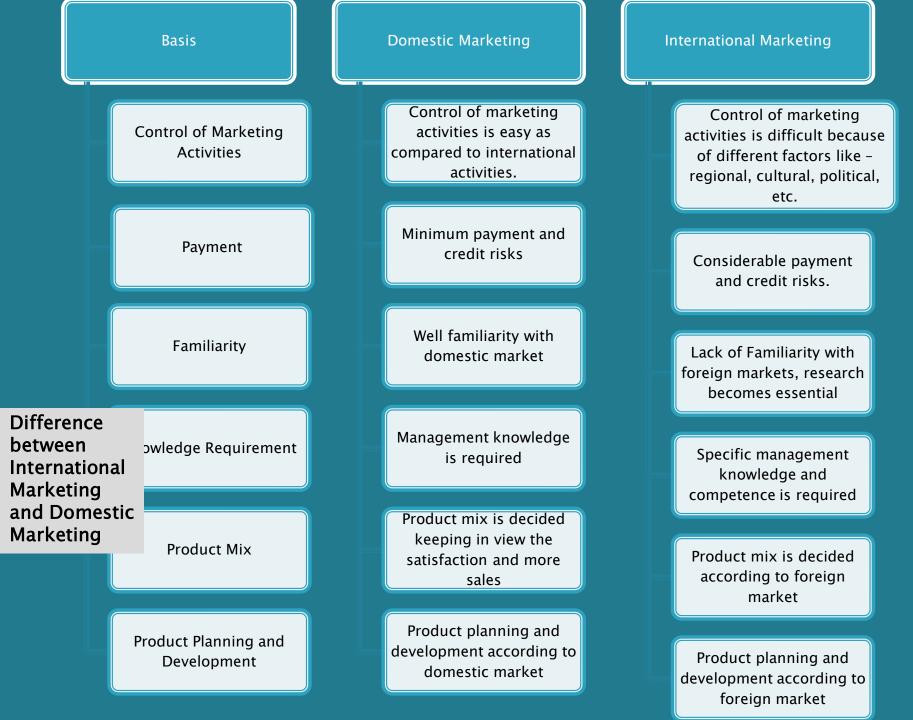
Definition of Domestic Marketing

It is concerned with the marketing practises within the researchers or Marketers home country (domestic market).

Definition of International Marketing

According to **Cateora and Graham**, *"international marketing is the performance of business activities designed to plan, price, promote and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit."*





References

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