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Ghauri and Cateora (2011) embrace the idea that on an international scale, companies should look for similar demands that could be satisfied with the same product, standardizing the components of the marketing mix, still other components need to be adapted taking into consideration cultural differences.

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International marketing by Ghauri, Pervez N., Cateora, Philip R At its most complex level, it involves

the firm in establishing manufacturing facilities overseas and coordinating marketing strategies across the globe. Doole and Lowe differentiate between international marketing simple mix changes and global marketing more complex and extensive.

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