



International Marketing and Communication

By Artur Gleyberman

GRIN Verlag Jan 2010, 2010. sonst. Bücher. Book Condition: Neu. 211x144x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 80% very good, Nottingham Trent University, course: International Marketing and Communication, language: English, abstract: . Branding, packaging, advertising, corporate reputation and country of origin are the main managerial tools of marketing which can serve as the most powerful form of differentiation (Levitt, 1986:75). Although Country of Origin can have different meanings, all of them reflect the dynamic of the global business development with all its implications on countries, companies and consumers. This essay critically evaluates the COO s role for consumers and illustrates how it is used by companies to manage the image of their products. This paper explains how COO works, what role it plays for consumers, what are its limitations in the new global environment and what is the use of the COO concept as a marketing tool for image management. . 16 pp. Englisch.



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