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international marketing and its economic, political, legal, social and cultural environment. Particular attention is paid to the issues of methods and tools of international marketing activities, trade and pricing, tools to promote a product in the foreign market. For students and academics.

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MULTIPLE CHOICE 1. According to the textbook, international marketing is "the multinational process of planning and executing the

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Multiple Choice Questions on International Marketing 2

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BASICS OF MARKETING- 106 MULTIPLE CHOICE QUESTIONS 1. Good marketing is no accident, but a result of careful

planning and _____. execution selling strategies research 2. Marketing management is _____. managing the marketing process monitoring the profitability of the company's products and services **Multiple choice questions - Pearson Education**

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