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GLOBAL MARKETING MANAGEMENT SECOND EDITION Masaaki Kotabe Temple University Kristiaan Helsen Hong Kong University of Science and Technology PART FOUR: GLOBAL MARKETING STRATEGY DEVELOPMENT 346 II • GLOBAL PRODUCT POLICY DECISIONS I DEVELOPING NEW PRODUCTS FOR GLOBAL MARKETS 346

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Ideally, marketing should result in a customer who is ready to buy”7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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