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When considering international entry strategies, companies must consider three things: sourcing, marketing and ownership. There are a variety of entry modes for foreign markets, ranging from exporting to

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licensing, partnering

to acquisition and

franchising to a

turnkey/greenfield

solution.

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International Business

Entry Strategies |

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These modes of

entering international

markets and their

characteristics are

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shown in Table 7.1 “
International-
Expansion Entry
Modes”. 1 Each
mode of market entry
has advantages and
disadvantages. Firms
need to evaluate their
options to choose the
entry mode that best
suits their strategy
and goals. Table 7.1 I
nternational-
Expansion Entry

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7.1 International

Entry Modes – Core

Principles of ...

A global marketing strategy (GMS) is a strategy that encompasses countries from several different regions in the world and aims at

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coordinating a company's marketing efforts in markets in these countries. A GMS does not necessarily cover all countries but it should apply across several regions.

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International marketing is the application of marketing principles in more than one country, by companies overseas or across national borders. This can be achieved by exporting a company's product into another location, entry through a joint venture with another

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firm in the target country, or foreign direct investment into the target country.

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Global marketing is defined as the process of adjusting the marketing strategies of your company to adapt to

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the conditions of other countries. Of course, global marketing is more than selling your product or service globally. It is the full process of planning, creating, positioning, and promoting your products in a global market.

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What is International
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Introduction to
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Marketing.

International
marketing is simply
the application of
marketing principles
to more than one
country. However,
there is a crossover
between what is
commonly expressed
as international
marketing and global
marketing, which is a
similar term. For the

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