ACTIVITY 1 : CHAPTER 1

Drag and drop the correct answers according to the differences between global and international marketing

- Dell Laptop
- Nike Shoes
- Customize products
- Standardize products
- Treat home and world market as one
- Different marketing strategies are used in different market
- Less knowledgeable about the market
- Well understand about the market

Elements	Global Marketing	International Marketing
Definition		
Product Features		
Customer Engagement		
Example		

GOOD LUCK!

LIVEWORKSHEETS