

International Marketing And Communication: Country Of Origin - Artur Gleyberman

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... 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.... Author: Gleyberman, Artur Publisher: GRIN Verlag Illustration: N Language: ENG Title: International Marketing and Communication: Country of Origin Pages: 00011 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640508716 Category: Business & Economics : Marketing - General

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