

*International Marketing, 18e (Cateora)*

**Chapter 1 The Scope and Challenge of International Marketing**

1) Today, becoming international is a luxury only some companies can afford.

Answer: FALSE

Explanation: For a growing number of companies, being international is no longer a luxury but a necessity for economic survival.

Difficulty: 2 Medium

Topic: Challenges and Opportunities Created by Globalization

Learning Objective: 01-01 The benefits of international markets.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

2) Companies from the Netherlands are the leading group of investors in the United States.

Answer: FALSE

Explanation: Foreign direct investment in the United States is more than \$3 trillion. Companies from the United Kingdom lead the group of investors, with companies from Japan, the Netherlands, Canada, and France following, in that order.

Difficulty: 1 Easy

Topic: Benefits and Challenges of Foreign Direct Investment

Learning Objective: 01-02 The changing face of U.S. business.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

3) International marketing involves selling of a company's goods and services to consumers or users in more than one nation for a profit.

Answer: TRUE

Explanation: International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

Difficulty: 1 Easy

Topic: Differences Between Domestic and International Marketing

Learning Objective: 01-02 The changing face of U.S. business.

Bloom's: Remember

AACSB: Analytical Thinking

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# Marketing Test Bank Solutions Manual Tech Archive Net

**Rachel S Tattersall**



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## **Marketing Test Bank Solutions Manual Tech Archive Net** Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has become more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such may be the essence of the book **Marketing Test Bank Solutions Manual Tech Archive Net**, a literary masterpiece that delves deep to the significance of words and their effect on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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