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refers to marketing carried out by companies overseas or across national

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It includes product, price, promotion, and place. • Integrated marketing program is a comprehensive plan that communicates and delivers the intended value to chosen customers. Preparing an Integrated Marketing Plan and Program 21.

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Ilkka Ronkainen, a leading expert in the areas of international business and marketing, has served on the faculty of The McDonough School of Business at Georgetown University for the past 20 years. In addition, he is the Director of the School of Business program in Hong Kong.

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