

## Global Marketing Keegan Questions And Answers

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E) pluralization of consumption Answer: E Difficulty: 3: Challenging Chapter LO: 7.1: Identify the variables that global marketers can use to segment global markets and give an example of each. AACSB: Application of knowledge 2) The efforts of global companies to reach low-income consumers in emerging markets highlight the importance of skillful global market segmentation and targeting.

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