

## GLOBAL MARKETING SUPERVISORS: A THOROUGH OVERVIEW

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### ABSTRACT

*As the speed of globalization accelerates, it is becoming increasingly important for businesses to ensure that they are able to successfully adapt to relevant consumer demands and preferences in the markets in which they operate. Excellence in policy formulation and execution is critical for both transnational and multinational administrations in this respect. This necessitates continuous, customer-focused explanation and affirmation about where and when the related administrations are headed, as well as how they can get to their desired potential roles. Furthermore, such companies are both capable and eager to enter and exploit all of the world's main and established markets, as well as grow into newer and less developed sectors. As a result, pricing considerations are particularly important. Channel architectures, promotion, and worldwide marketing strategies must all be considered. In light of the above ideas, the first section of this article analyses the fundamental elements that influence pricing in every market. Second, it delves deeper into the factors that influence price decisions then, it examines and assesses the elements that influence channel architecture and tactics for global marketers. Finally, it examines and expands on the "standardized vs localized" argument as it pertains to advertising.*

**KEYWORDS:** Brand, Businesses, Channel, Consumer, Global Marketing.

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