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1 International Marketing • International marketing is defined as 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 nations for a profit.

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3-6 31. Which of the following is true of culture? A. It is a set of texts considered to be sacred. B. It is a society's accepted basis for responding to external and internal events. C. It is a branch of philosophy dealing with beauty and taste.

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