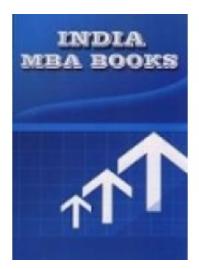
# **GLOBAL MARKETING**



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### **UNIT-IV**

Global pricing- pricing policy and strategy, transfer pricing, counter trade. Global distributionlocal channels, wholesaling and retailing, global logistics, effects of Parallel distribution. Global Advertising and promotion- global advertising decision, elements of global advertising, Global sales promotion; E-commerce as a tool of global marketing.