

## عنوان مقاله:

Developing a Reliable International Marketing Strategy: The Role of Creativity and Creative Thinking

## محل انتشار:

نخستین کنفرانس بین المللی مدیریت و کارآفرینی (سال: 1394)

تعداد صفحات اصل مقاله: 7

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## خلاصه مقاله:

As technology breaks down geographic and cultural communication barriers, even small businesses can often tap into the global marketplace. This paper gives an outline of the way in which an organization should deal with in order to enter foreign markets. The international marketing strategy or international marketing entry evaluation process has been modified in this paper with regard to creative thinking technique. The final goal is to gauge which international .market or markets offer the best opportunities for our products or services to succeed

## کلمات کلیدی:

International Marketing, Creative Thinking, Strategy, Problem Solving

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/471050>

