

عنوان مقاله:

World-Class Marketing in Post - Sanction Era Implication and challenges for promoting Persian products in global market

محل انتشار:

اولین کنگره بین المللی چشم انداز مدیریت کلاس جهانی در ایران (سال: 1396)

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خلاصه مقاله:

Today global consumers buy products, use services and invest based on their trust, admiration, and appreciation for the companies, brands and country of origin that stand behind them. The strategic location of Iran in the Middle East together with natural resources, young and talented people and historical and enriched culture provide unparalleled potential to develop remarkable products and whole series of value added services opportunities. In recent years, global media represented an unfriendly image of Iran as a country which together with pressure from the international community through political and economic restrictions had a toll on Iran's economy. This image needs to be changed and stakeholders must encourage a unique kind of engagement and connectivity between the authentic culture and traditions of Iran and potential consumers of its products in the global market. The aim of this qualitative research is to a conceptual model to enhance this image in order to promote Persian products in the global market in the post-sanction era

کلمات کلیدی:

Post-sanction , Iran Export Products, Persian Culture and Traditions, Brand Building, Export Strategy

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