

Influence of Political Globalization and Global Crisis on Marketing function

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The unstable global environment creates continually shifting economic conditions, particularly during the global economic crisis, which has had a significant impact on all national economies around the world. Managers were excited about the prospects that had previously been accomplished (in terms of quantity and quality of industrial processes), but they were unaware of the new economic realities. Due to globalisation processes and worldwide crises, large corporate strategy shifts among western global manufacturers occurred, with the goal of locating vital resources for global corporations' competitive advantages. Many economists failed to predict the emergence of the western successful economies' decline and the global crisis, so this paper focused on the rapidly evolving changes and attempted to analyze the inadequacy and heterogeneity of commonly used marketing management analysis, on which bases should be made suggestions for companies relying decisions in a unstable environment, or they will rely solely on pragmatism.

Keywords: Crisis, Globalization, Marketing, Management, social cohesion, Competitive strategy

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