

Chapter 4 Global Analysis

International Trade

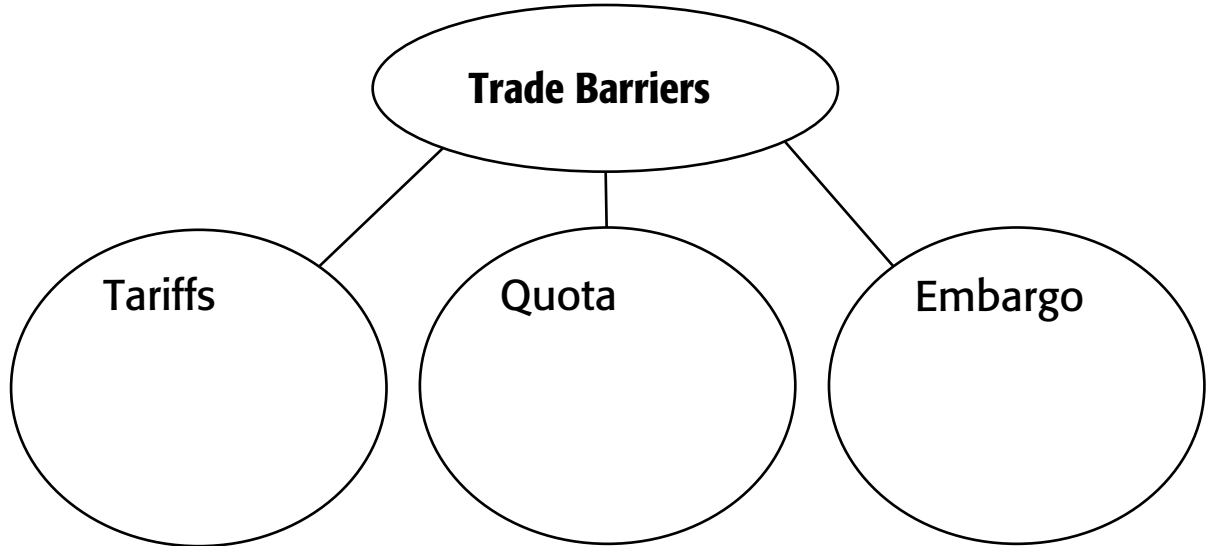
Directions Use this graphic organizer to examine the benefits of international trade.

International Trade	
Benefits	Examples

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Trade Barriers

Directions Use this graphic organizer to define trade barriers.



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European Union Membership

Directions Use this graphic organizer to discuss the pros and cons of membership in the European Union.

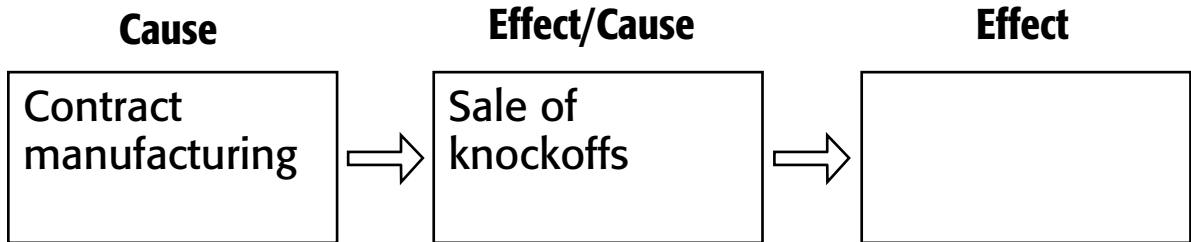
European Union Membership

Pros	Cons

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What Might Happen When Knockoffs Are Sold?

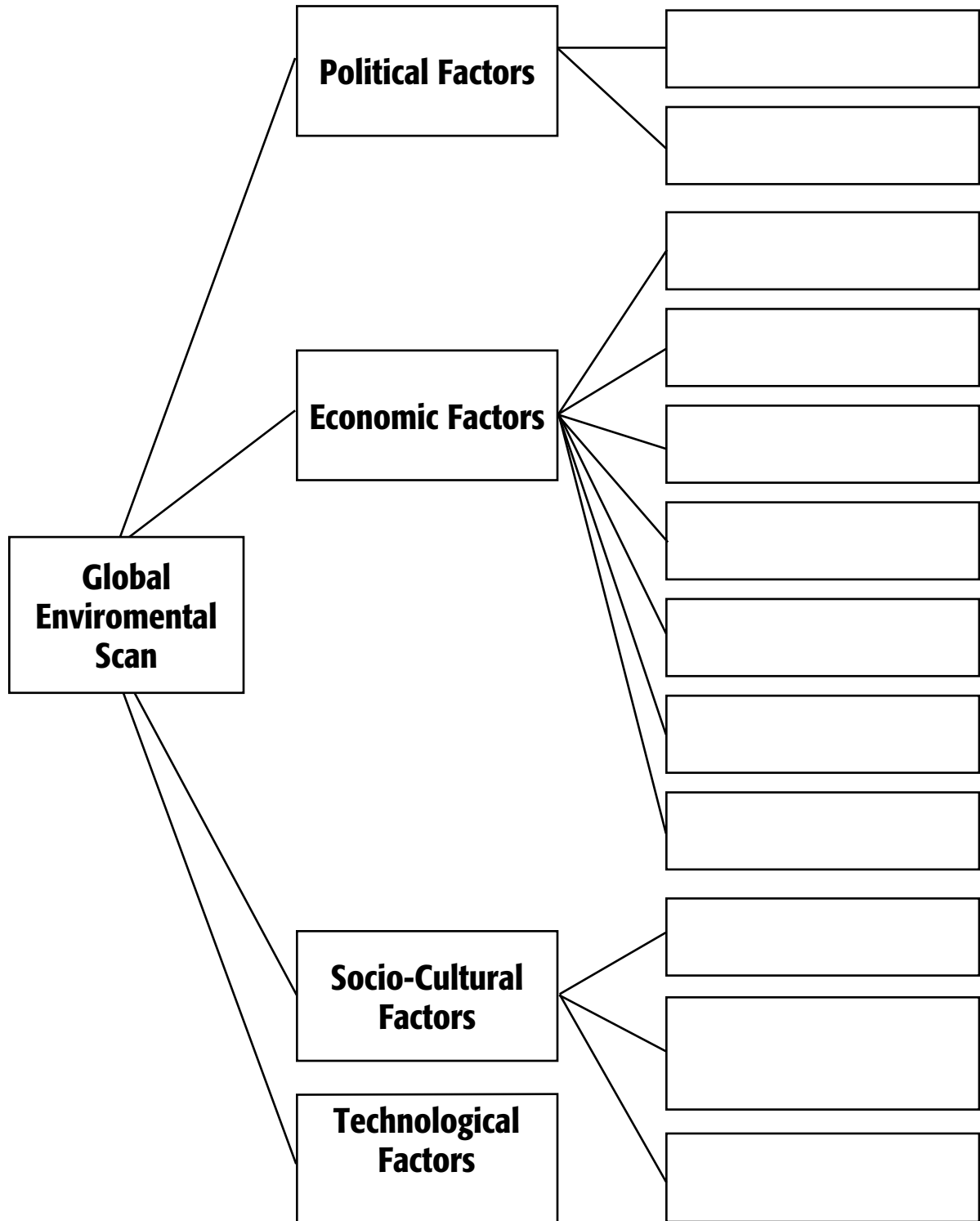
Directions Use this graphic organizer to discuss the relationship between contract manufacturing and knockoffs.



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Global Environmental Scan

Directions Use this graphic organizer to list the elements of a global environmental scan.

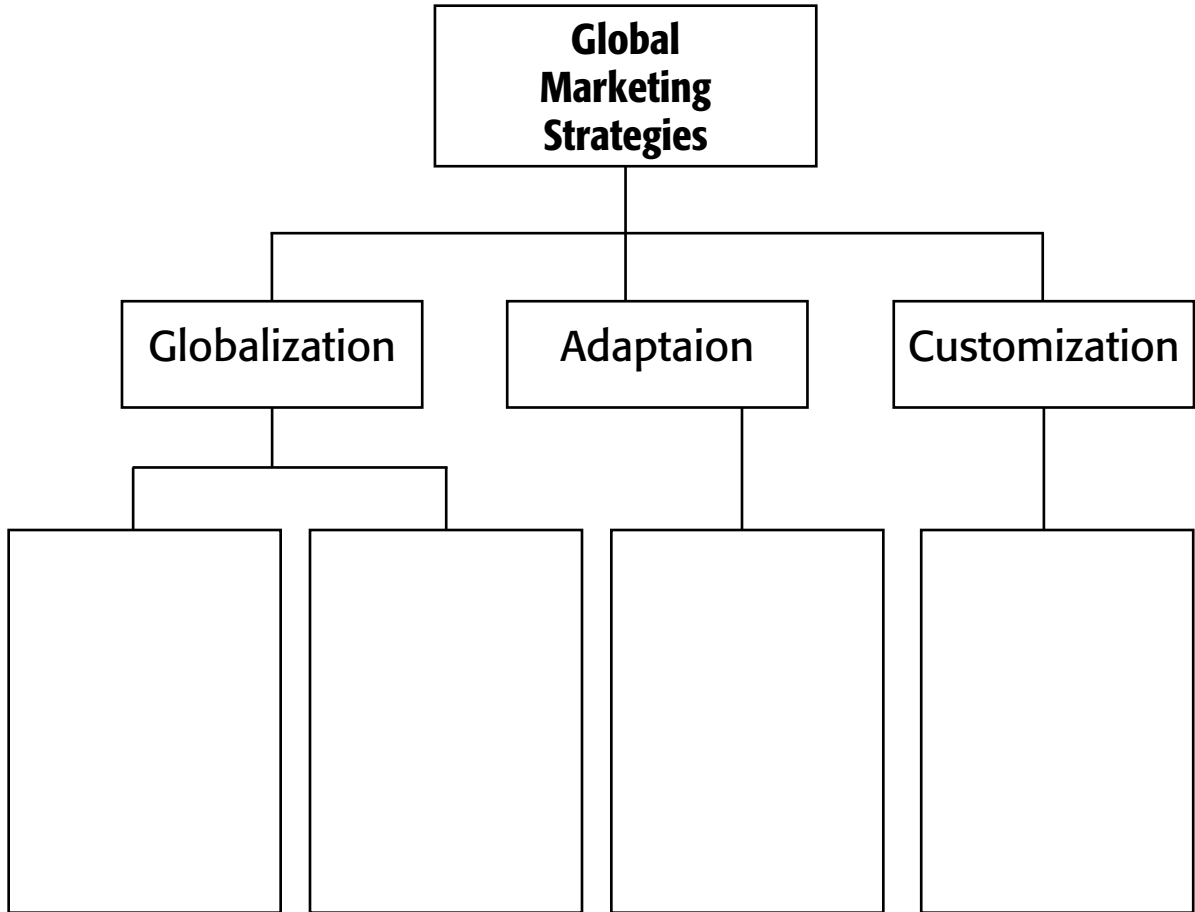


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Global Marketing Strategies

Directions Use this graphic organizer to elaborate on the three global marketing strategies.



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