

## Advertising and Market Research

The marketing and advertising of products overseas can be tricky because words and phrases used in the United States do not necessarily translate well into foreign languages or resonate with foreign audiences. Advertising and marketing should be done in the language of the country concerned. To be effective, it must incorporate knowledge of the culture and customs within the country. Particularly with consumer products, it is important to get expert cultural advice. Foreign distributors often provide cultural assistance but sometimes, it is more convenient and preferable to obtain that help locally.

Market research encompasses all methods that a company can use to determine which foreign markets have the best potential for its products. Results of this research inform the firm of the largest markets for its product, the fastest growing markets, market trends and outlook, market conditions and practices, and competitive firms and products.

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