

Glocal Marketing: Think Globally And Act Locally

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konvergens.dk - Fra Wikipedia: By definition, the term glocal refers to the individual, group, division, unit, able to think globally and act locally.

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mcDonald s: think global, act local the - think global, act local the marketing mix", British Food Journal, Vol. 103 Iss it is still clearly a glocal focus as McDonald s can now

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