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1 International Marketing •
International marketing is defined as the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nations for a profit.

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Chapter 1 – SlideShare

The recent Philip Morris International ads don't name or directly link to any of the company's products, but they are clearly meant to pitch the IQOS, a device that looks much like an e-cigarette and heats leaf tobacco without burning it, allowing it to deliver nicotine in aerosol form rather than smoke.

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