



# Global Marketing: A Practical Guide

*Roberto Sanchez*

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The World has become so much smaller than it was in the middle of the 20th century that the distinction between "domestic" and "international" marketing has become irrelevant. No practitioner of marketing who has a website –whether a veteran or a new graduate- is sheltered from becoming "global" by virtue of the appropriately called World-Wide Web. A Home Page is a window open to everybody, anywhere. The Web is the culmination of a process of rapid advances in worldwide communication and transportation. Academies, authors and businesses are rushing to prepare the 21st century marketers to handle the technological aspects of this revolution. Few, however, are addressing the fact that the discipline of Marketing itself, as it used to be taught (The Marketing Mix, a.k.a "The Four P's", etc.), needs to change to reflect that going "global" adds a new dimension which elements change in every country or market and are totally outside the control of the marketer (Economy, Geography, Culture and the Law), hence this book's theme ("Two-Dimensional Marketing").

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