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## Abstracts

In the modern and advanced business world, due to the globalization the environment and scenario of the international markets have changed that also demand from the international and global marketers to show flexibility and follow the global trends of marketing. International marketers are facing several issues and challenges while moving towards the global markets and them to focus on the communication process that can make them in resolving the advertising and marketing issues in the international markets. Different cultures have different issues and it need the focus of the marketers. In this report we will evaluate as how the marketer avoid the issues through proper communication in international markets, how the marketer can move towards the standardization of advertising for all countries and how the cultural aspects influence the communication process in the international markets. Cont... (1000 words of this report)

## Contents

Introduction

Communication Process Influence on International Marketer

Advertising Standardization for all countries

Cultural Influences on Communication Process

Conclusion

References

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