

# Promotion of Global Business

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# Global promotion strategies

- 1. Push strategy
- 2. Pull strategy
- 3. standard promotion strategy
- 4. differential promotion strategy

# Global promotion mix.

- Advertising
- Sales promotion
- personal selling
- Publicity
- Public relations
- Direct marketing
- Sponsorship promotion
- Exhibition & trade shows

# Ethics in international business

- Business ethics refers to the application of ethics to business. To be more specific, business ethics is the study of good and evil, right and wrong , just and unjust actions of businessmen.
- It may be defined as a set of moral standards which people owning and managing business is expected to follow.