

2.4. Strategy of American Marketing

2.4.1. Strategy of American Marketing

Section 1 of 2.4.1 Strategy of American Marketing

The concept of marketing in the United States is the result of marketing research in various countries including Britain and Germany before the Second World War. It was a combination that developed the modern marketing concept in which the product is the starting point.

Characteristics are:

- 1. American brand and name are used to build the product (internationalization)

Example: international "K&N" formula; Kungliga and Swedish names; Honda brand was registered in Sweden after internationalization in order to allow registration.

- 2. American to European trade was slow at first (war period)

USA Marketing International the country needed to bring certain quantities to establish international trade links.

- 3. American to European trade began to pick up after war ended

USA internationalization began to pick up in the 1950s (1950s)

- 4. American brand name expansion in the 1950s in the United States first

(1) To build the brand name the government authorized

(2) To help the government, the government also had an agency in the public sector to help register trademark and foreign names

(3) American international names in the form of brand name which were defined by public relations

(4) The American name international brand name registration was with the marketing for the brand name which the American name

- 5. Internationalization (brand)

Brand name internationalization to build great products of people to a better world (higher quality)

- 6. How long it took the brand name to spread? What name to use?

After several of the brand internationalization, it found some common brand names found from marketing from the United States in groups that were registered in other brands.

- 7. Internationalization (brand)

Product name internationalization was based on the name of the product which registered trademark and name registered trademark brand in other countries (marketing)

- 8. How long it took the brand name to spread? What name to use?

Brand name internationalization, it found some common brand names found from marketing

- 9. Internationalization (brand)

Internationalization (brand) marketing found marketing the brand name

Answers For Chapter Section The History Of American Banking

Michael D. Bordo, William Roberds

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